BUSINESS & COMMERCE
17
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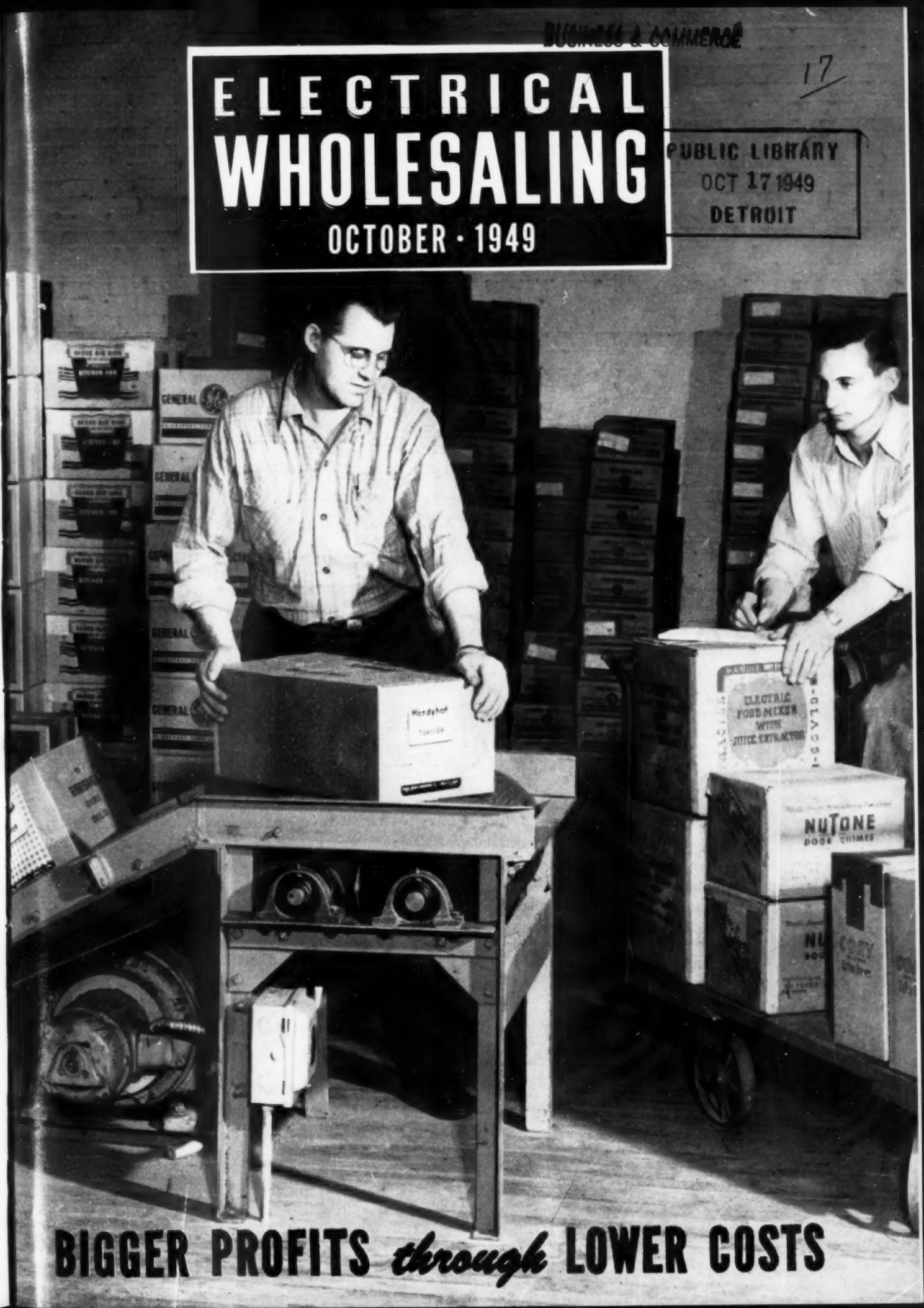
DETROIT

ELECTRICAL WHOLESALING

OCTOBER · 1949



BIGGER PROFITS *through* LOWER COSTS

TURN ON THE SUNSHINE

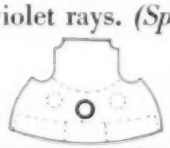
The NEW Leader SUNLIGHTER

(First successful sun-ray reproduction over large areas)

Excellently suited for use in CLASSROOMS GYMNASIUMS · ASSEMBLY HALLS · HOSPITALS SANITARIUMS · OFFICES FACTORIES · BOWLING ALLEYS

At last, a reproduction of the sun's most desirable ultra-violet rays — the rays that tan the skin to a robust tone, produce Vitamin D; help in the deposition of calcium for sounder teeth and more rugged bones, to cure and/or to ward off rickets; *all* the benefits to health of the sun's ultra-violet rays. *(Specular Alzak reflectors.)*

A 3-lamp ensemble



STAYS COOL

with the sun-lamp centered between lighting lamps. Length of lamps gives effectiveness over large area . . . Available in 64", 72" and 96" LEADER Slimline models. Also in LEADER SM-240 (4 ft.) and SM-2-100 (5 ft.) . . . 40/60 LIGHT DIFFUSION—plus sun-rays . . . Complete specifications upon request.

LEADER leads again!
IMMEDIATE DELIVERY on this revolutionary fixture!

Not a theory for the future but an actuality for immediate delivery: LEADER'S SUNLIGHTER—a 2-in-1 fluorescent fixture of quality illumination and a successful duplication of sunlight's ultra-violet rays.

Here is a sun-lamp fixture that eliminates the faults of previous sun-lamps. The first ultra-violet radiations similar to sunlight: 2800-to-3200 Angstrom band . . . a continuous band concentrated in the most biologically effective spectral region . . . produces Vitamin D in very substantial quantities . . . (Undesirable wave-lengths are blocked out . . . lamp stays cool to the touch during use!)

Sold and installed only by the better electrical wholesalers and contractors

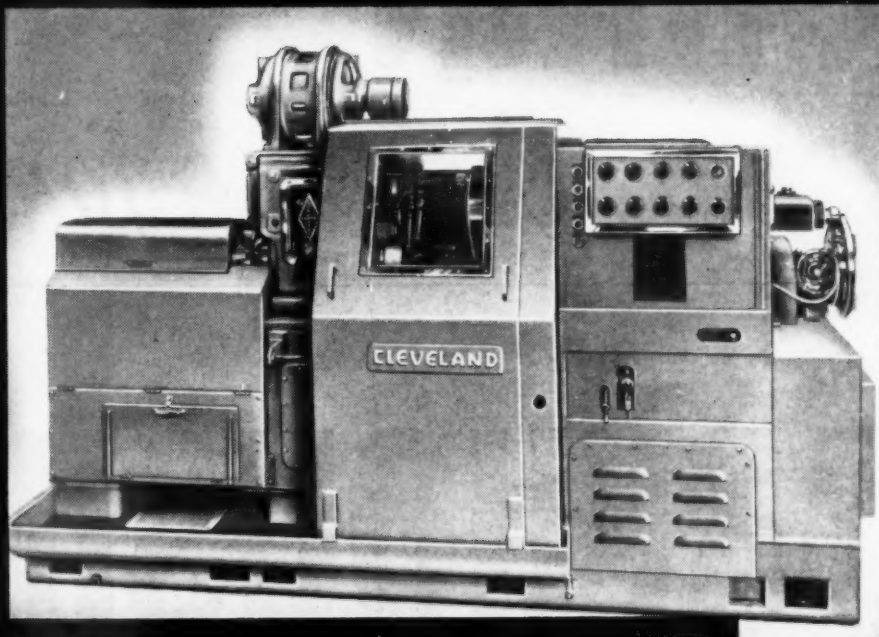
LEADER ELECTRIC COMPANY
3500 North Kedzie Avenue, Chicago 18, Ill.
West Coast Factory: 2040 Livingston, Oakland 6, Cal.

NEW ELECTRICAL DEVELOPMENTS #1

ELECTRICAL WHOLESALERS . . . this is one of a new series of advertisements that will create new and still greater demand for ECONOMY "DE-LAY" Renewable Cartridge Fuses and Renewal Links. Are you ready for it?

This Versatile Performer

CANNOT RISK NEEDLESS INTERRUPTIONS



The new *Dialmatic* Cleveland is convertible . . . from a bar machine to a chucker in 30 *minutes!* Has electrical forward and return feed control of each turret position.

DESERVES *ECONOMY Dependable Protection*

The more useful a machine is, the more essential it is that it be protected against unnecessary blows and costly stoppages.

ECONOMY RENEWABLE FUSES with ECONOMY "De-Lay" RENEWAL LINKS offer this superior protection where time delay is needed most—namely, the 135% to 200% range in which most overloads occur.

Your Electrical Wholesaler can supply you with the new ECONOMY FUSES and easily-and-quickly-renewed ECONOMY "De-Lay" LINKS.

Send for New Catalog

2592

ECONOMY DE-LAY RENEWABLE CARTRIDGE FUSES

ECONOMY FUSE & MFG. CO., 2717 GREENVIEW AVE., CHICAGO 14, ILL. REPRESENTATIVES IN ALL PRINCIPAL CITIES

WORKING

for you

WAREHOUSING

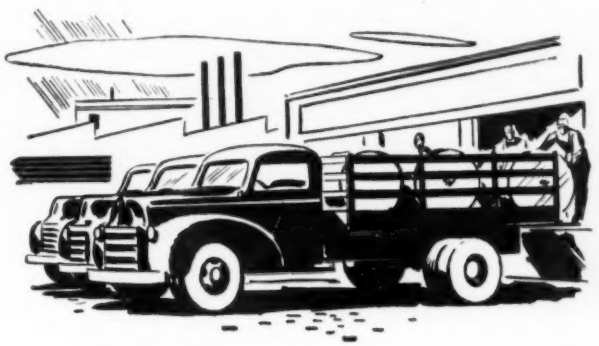
for you

BOOSTING

for you

ROEBLING ENGINEERS and technical staff are always ready to work for you. They'll help you recommend the best electrical wire and cable for any requirement. They'll knuckle down and find the answer for any technical problem. Their knowledge and experience are always on tap to assist you to give customers the most efficient and economical service . . . Cash in on this cooperation! It builds up goodwill and brings repeat business.

IT DOESN'T MATTER where a Roebling wholesaler is located. There's a Roebling warehouse not far away . . . and it's completely stocked with the full line of electrical wire and cable – more than 60 different standard types. Roebling is thus able to supplement your own stock and to give you fast deliveries. Your customers get what they want, when they want it . . . Roebling wholesalers find that this helps hold old customers and win new ones.



ROEBLING ADVERTISING is boosting for you twelve months a year. It reaches everyone you sell and everyone you want to sell. Full pages, in color, run in trade papers throughout industry and tell of the *extra* dependability and service economy of Roebling electrical wire and cable. Other advertisements, in *Fortune* and *Business Week*, tell business owners and executives about Roebling products, and build demand for Roebling quality.

JOHN A. ROEBLING'S SONS COMPANY • TRENTON 2, NEW JERSEY

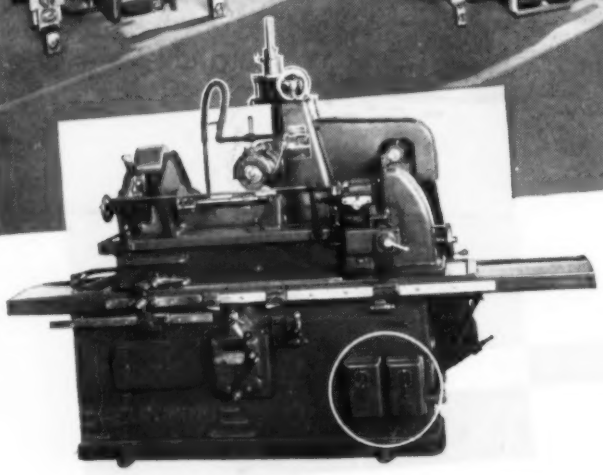
JAR ROEBLING

BRANCH OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

Atlanta, 934 Avon Ave. ★ *Boston*, 51 Sleeper St. ★ *Chicago*, 5525 W. Roosevelt Rd. ★ *Cleveland*, 701 St. Clair Ave., N. E. ★ *Denver*, 1635 17th St. ★ *Houston*, 6216 Navigation Blvd. ★ *Los Angeles*, 216 S. Alameda St. ★ *New York*, 19 Rector St. ★ *Philadelphia*, 12 S. 12th St. ★ *Pittsburgh*, 855 W. North Ave. ★ *Portland, Ore.*, 1032 N. W. 14th Ave. ★ *San Francisco*, 1740 17th St. ★ *Seattle*, 900 First Ave.

ROEBLING

DESIGN LEADERSHIP



SQUARE D MOTOR STARTERS

SQUARE D's DESIGN LEADERSHIP is reflected in important features:

Generous wiring space . . . simple contact change . . . easy coil removal . . . additional electrical interlocks . . . long life . . . NEMA standardization . . . simplified maintenance. These are features which add up to an ever-increasing preference for Square D motor starters

Write for BULLETIN 8536.

Square D Company, 4041 N. Richards Street, Milwaukee 12, Wisconsin

SQUARE D COMPANY

DETROIT • MILWAUKEE • LOS ANGELES

SQUARE D COMPANY CANADA LTD., TORONTO • SQUARE D de MEXICO, S.A., MEXICO CITY, D.F.

ABC ABP

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TESTED READERSHIP — A McGRAW-HILL PUBLICATION

McGRAW-HILL PUBLISHING COMPANY, INC.
PUBLICATION OFFICE, 520 NO. MICHIGAN AVE., CHICAGO 11, ILL.
EDITORIAL AND EXECUTIVE OFFICES, 330 WEST 42nd ST.
NEW YORK 18, N. Y.

JAMES H. McGRAW (1869-1948), *Founder*
JAMES H. McGRAW JR., *President;* CURTIS W. McGRAW, *Vice-president and Treasurer;* EUGENE DUFFIELD, *Senior Vice-president, Publications Division;* NELSON BOND, *Vice-president and Director of Advertising;* JOSEPH A. GERARDI, *Secretary;* and J. B. BLACKBURN, JR., *Vice-president and Director of Circulation.*

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CHANGE OF ADDRESS

Director of Circulation, Electrical Wholesaling
330 West 42nd Street, New York 18, N. Y.

Please change the address of my Electrical Wholesaling subscription.

Name .....

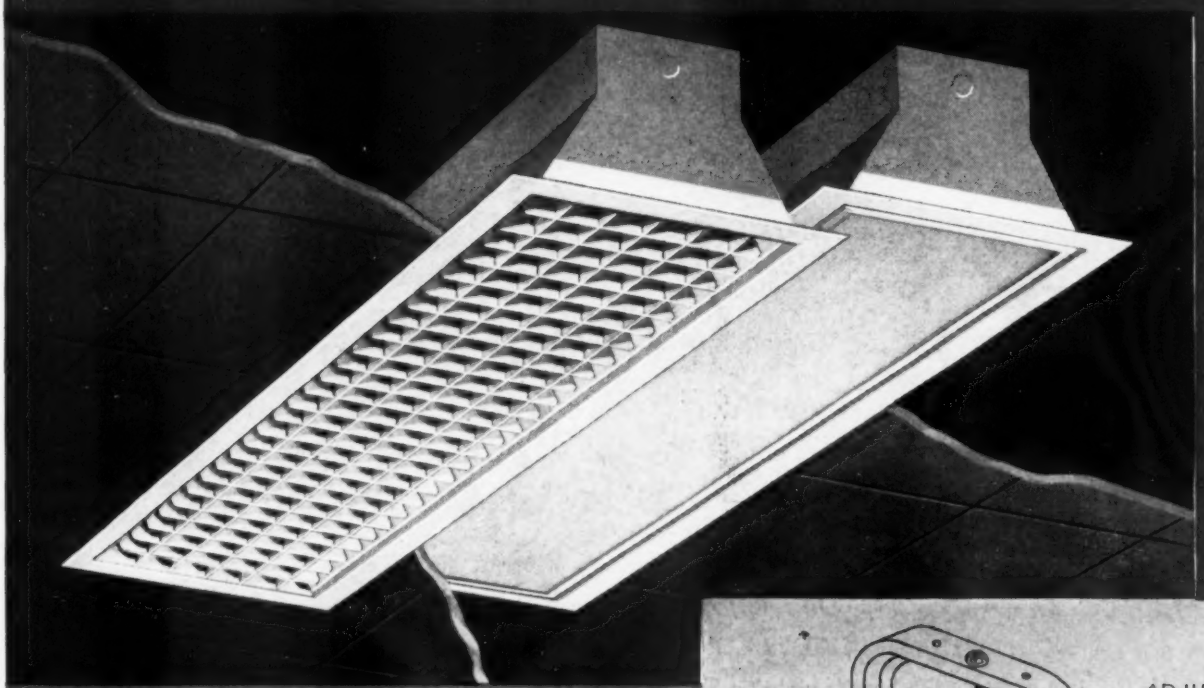
Old Address .....

New Address .....

New Company Connection .....

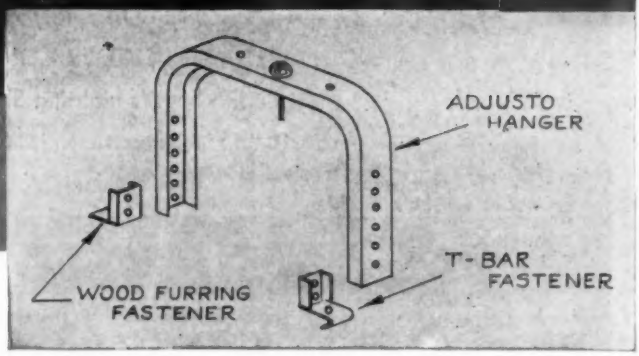
New Title or Position .....

NOW...*Electro* offers New TROFFERS that are TOPS!



● Louvered type ● Glass type ● Open type

(Right) Electro's new "Adjusto Hanger." Specially engineered for easier installation, lower maintenance costs.



Perfected ELECTRO TROFFERS ...another "ELECTRO-magnet" for new business!

- 20, 30, 40 watt sizes—and Slimline.
- Hinged swinging louvers or glass panels for easier maintenance and installation.
- All units have same dimensional cross section.
- Use interchangeably to fit *any* size room . . . *any* type ceiling . . . *any* type mounting.

ELECTRO'S LIGHTING ENGINEERS ARE ALWAYS AT YOUR SERVICE

ELECTRO MANUFACTURING CORPORATION

2000 W. Fulton St. • Chicago 12

In Constant Demand

There is a steady market for General Electric's M and D dry-type transformers. Used for stepping down power circuit voltages to 115 and 230 volts for lighting and small power loads, they have a place in practically every industrial plant.

These transformers are virtually self-sellers. Stock them, and they will move. They have the features your customers want—they're easy to install—quiet in operation and completely dependable.

M and D's are available for quick delivery to any recognized electrical wholesaler. Place your orders NOW. Bulletin GEA-897 gives full information on these transformers. Ask for your copy from the nearest General Electric office or write Apparatus Department, General Electric Company, Schenectady 5, New York.

TYPE M
. . . for requirements calling for 0.25 to 10 kva ratings; indoor or outdoor use.

GE Dry-Type Transformers

TYPE D
. . . for ratings of 15 kva and up; for indoor service.

GENERAL ELECTRIC

THIS ADVERTISING

Is Working for YOU!

● Day in and day out, ELECTRUNITE'S extensive advertising program is doing a silent selling job for *you,* the ELECTRUNITE Distributor—the sole sales outlet for the *original* lightweight rigid steel wiring raceway.

Through these publications, *your customers*—contractors and maintenance men—*and the men who specify raceway materials*—architects and engineers—constantly are reminded of the many advantages of modern ELECTRUNITE E.M.T.

This advertising is continually promoting your sales of ELECTRUNITE E.M.T.—year in and year out it is working for you.

REPUBLIC STEEL CORPORATION
STEEL AND TUBES DIVISION • CLEVELAND 8, OHIO
Export Department: Chrysler Building, New York 17, New York

Republic
ELECTRUNITE E.M.T.

The C A A approved cables for Airport Wiring

Single and multiple conductor for 600, 3000 and 5000 volt service. Write for descriptive specifications RR-1 and RO-4.

RoMarine - RoPrene and RoZone - RoPrene

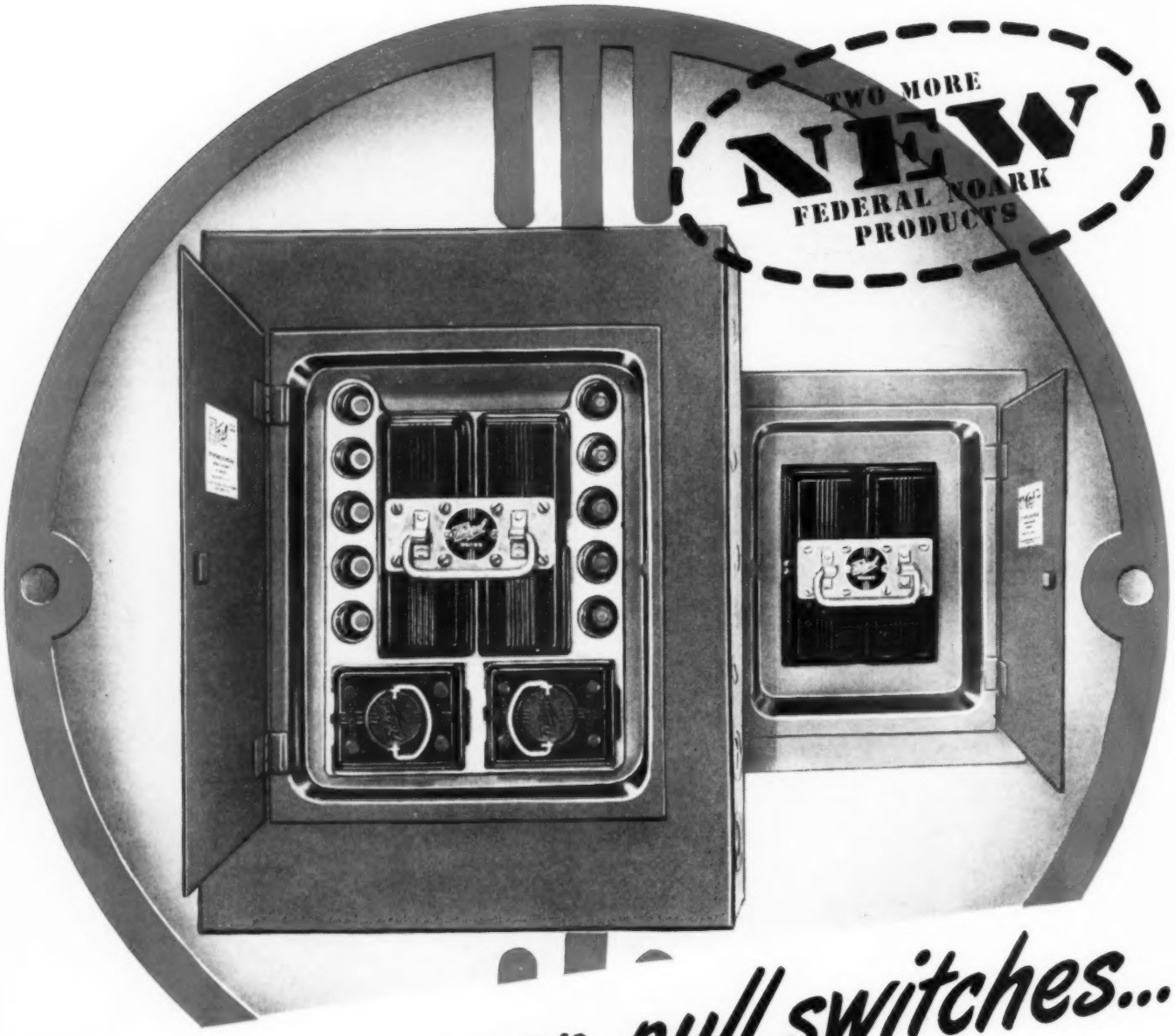
Close to a billion dollars will be spent on a national airport building and improvement program . . . a whale of a market for electrical wholesalers and contractors. When it comes to airport wiring be sure you specify RoMarine-RoPrene or RoZone-RoPrene. These Rome cables are the first to be approved by the Civil Aeronautics Administration for airport lighting and control circuits.

RoMarine-RoPrene is approved as Type A—Style RR for 600, 3000 and 5000 volts. RoZone-RoPrene is approved as Type B—Style ROR for 3000 and 5000 volt service. The approval covers single and multiple conductor constructions in all sizes described by Specification L-824.

In being the first cable manufacturer to receive CAA approval, Rome Cable is well prepared to take care of your requirements promptly. Contact your nearest Rome Cable office for price and delivery.

It costs less to buy the best . . . buy Rome Cable

ROME CABLE
Corporation
ROME · NEW YORK
From Bar to Finished Wire



2 new 100 amp. pull switches...

Federal Noark 100 Amp. Main-and-Range Pull Switch . . .
Federal Noark 100 Amp. Pull Switch

THERE'S A WIDE DEMAND for these additions to the Noark line. Here are features that will start sales soaring!

Federal Noark 100 Amp. Main-and-Range Pull Switch . . . attractive yet low cost. Single enclosure has capacity for:

Main; 100 ampere pullout, 125/250 volts A.C., 3 wire, SN.

Branches; (a) Two 60 amp. (or one 60 amp. and one 30 amp.) pullouts, 3 wire, SN, for range and water heater.

(b) Ten plug fuses, 2 wire, SN branches for lighting circuits.

Bus extension lugs permit sub-feeding to other centralized load panels. Split neutral bars located beside the rows of plug-fuse terminals save wiring time . . . simplify wire identification.

Federal Noark 100 Amp. Pull Switch (125/250 volts A.C.) . . . compact to fit small spaces. Sturdy, simple construction. No hinged joints. Completely dead-front . . . even with puller head out, all live parts are shielded.

Order these new switches now and start capitalizing further on Federal Noark engineering and construction. And write for full descriptive literature. Federal Electric Products Company, 50 Paris St., Newark 5, N. J.

FEDERAL NOARK

100 AMP. MAIN-AND-RANGE AND 100 AMP. PULL SWITCHES

Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales offices in principal cities.

GENERAL ELECTRIC'S '49-'50 SUN AND HEAT LAMP PROMOTION

SHOPPER STOPPERS! Get set now for G-E's big Sun and Heat Lamp Promotion, starting in December. Be sure all your lamp agents have the new sun and heat lamp display kit. It'll help retailers make attention-getting displays that make a customer reach for his billfold! Includes idea sheet packed with display suggestions!

NATIONAL ADVERTISING Colorful ads in LIFE and SATURDAY EVENING POST will pre-sell the winter-weather benefits of General Electric Sunlamps and Heat lamps during General Electric's big Sun and Heat lamp campaign!

G-E REFLECTOR SUNLAMP Tans like the summer sun. Convenient, portable, easy to use . . . now only $8.50

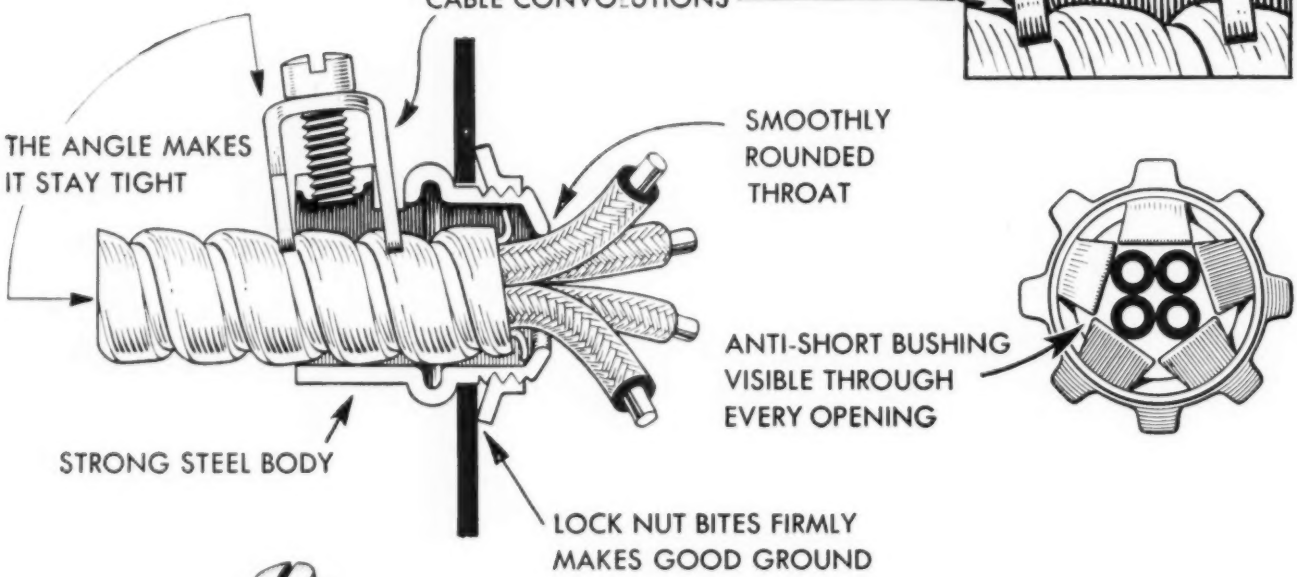
G-E INFRA-RED HEAT LAMPS Soothe muscular aches and pains. Hardglass model with red filter . . . $2.95 Standard model . . . $1.10

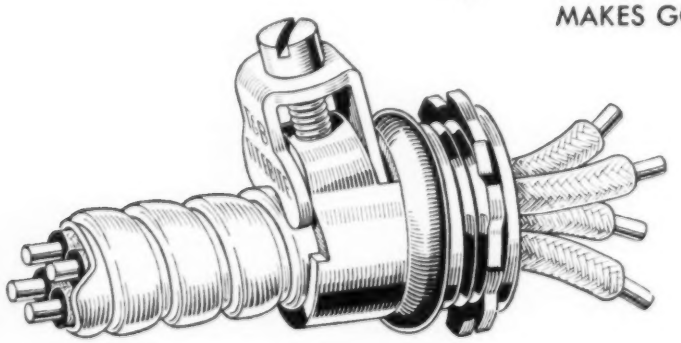
STOCK UP NOW!

GENERAL ELECTRIC

CHECK THE DETAILS!

You'll See Why We Say T&B's Tite-Bite Is The Best Engineered Connector On The Market Today





IT'S U L APPROVED
FOR 14-2 ARMORED CABLE
AND LARGER, AND ⅜"
FLEXIBLE CONDUIT

Another T & B exclusive . . . another example of how T & B designs a superior fitting to meet the specific requirements of any given job! A unique clip set an angle *actually grips harder under strain* without harming convolutions of the armor. The set screw never touches the cable. Practically vibration-proof (that's why machine tool builders like it!) . . . full salvage value . . . all-steel construction means accurate machining and exceptional strength. Once an electrician installs Tite-Bite we think he'll never use anything else!

T&B ENGINEERED

THE THOMAS & BETTS CO.
INCORPORATED
ELIZABETH 1, NEW JERSEY

T&B PRODUCTS SOLD ONLY THROUGH THE T&B ELECTRICAL WHOLESALER

Here it is!

NEW BULLDOG
Service Electri-Center

Available in 2-, 4-, or 8-circuit cabinets, the handsome Service Electri-Center is ideal for homes, offices, and small plants.

featuring *Pushmatic*

FOR HOMES

COMMERCIAL BUILDINGS

GARAGES

PLANTS

THE BULLDOG Service Electri-Center, featuring *Pushmatic*, offers ease of installation, versatility and adaptability *never before obtainable in any panelboard*. Here's why—

More compact than old-fashioned load centers, the Service Electri-Center actually contains more wiring space! Revolutionary *Pushmatic* units are responsible for this bit of magic. Two-thirds the size of a pack of cigarettes, *Pushmatic* makes the Service Electri-Center a wireman's dream.

And complicated group mountings are eliminated. Each *Pushmatic* is an individual single-pole unit, making changes and additions a simple matter.

BullDog Service Electri-Centers don't have to be hidden away in the basement or other inconspicuous and inconvenient places. Beautifully styled, this modern panelboard is at home almost anywhere.

Available in 2-, 4-, and 8-circuit cabinets, the Service Electri-Center is the last word in efficiency and protection for homes, offices, and small plants. Send the coupon today for *Pushmatic* Bulletin No. 494. It contains complete information and prices on Service ELECTRI-CENTERS and the new *Pushmatics*.

Pushmatic... a new kind of control and protection

PUSH—It's ON!

PUSH—It's OFF!

PUSH—It's ON again!

THE revolutionary *Pushmatic* provides finger-tip control and automatic protection against short or overload. A simple push of the finger makes or breaks the circuit.

And if power is broken by short or overload, just push and service is restored. No more bothersome resetting by hand . . . no fuses to worry about. There's only one operation for this unique circuit breaker and that's PUSH!

There are four types of *Pushmatics:* THERMAL ONLY, THERMAL-MAGNETIC, or either of these types with AMBIENT COMPENSATING FEATURES. All *Pushmatics*, regardless of type or rating, are identical in size and contour and are interchangeable.

Approved by Underwriters' Laboratories, *Pushmatics* are available in ratings of 15, 20, 30, 40, and 50 amperes, 120 V., 1 pole, or 120-240 V., 2 poles, AC.

Send the coupon now for more information on why the sensational *Pushmatic* makes the BullDog Service Electri-Center the most modern panelboard available today.

BULLDOG ELECTRIC PRODUCTS COMPANY
DETROIT 32, MICHIGAN—FIELD OFFICES IN ALL PRINCIPAL CITIES
IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

BULLDOG

HEADQUARTERS FOR ELECTRICAL DISTRIBUTION

BULLDOG ELECTRIC PRODUCTS CO.
Detroit 32, Michigan

Please send me your Bulletin No. 494 giving full information and prices on your *Pushmatic* Service ELECTRI-CENTERS.

Name_____

Company_____

Street Address_____ Zone_____

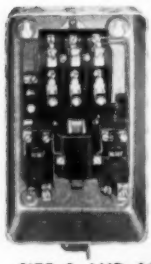
City and State_____

D

CLARK *NON-REVERSING, ACROSS-THE-LINE* A.C. MOTOR STARTERS

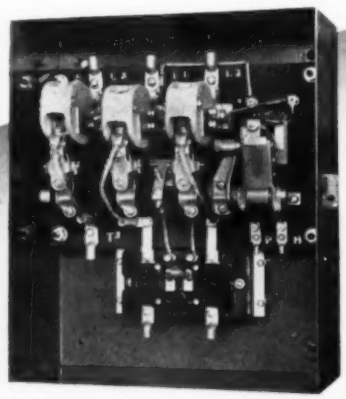
EASY TO INSTALL • LOW IN MAINTENANCE • DEPENDABLE IN PERFORMANCE

● CLARK Bulletin 6013 Across-the-Line Starters are available for complete protection and starting of motors from fractional to 750 HP —determined by voltage and motor characteristics. All sizes shown have dependable CLARK 7322 Thermal Overload Relay and are sturdily built for heavy-duty operation and low maintenance.



SIZE 0 AND 1

SIZE 2



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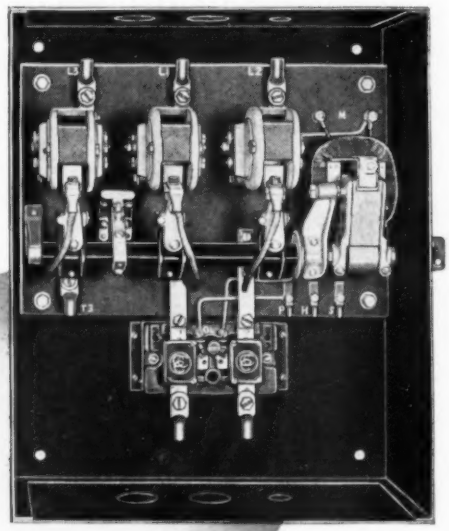

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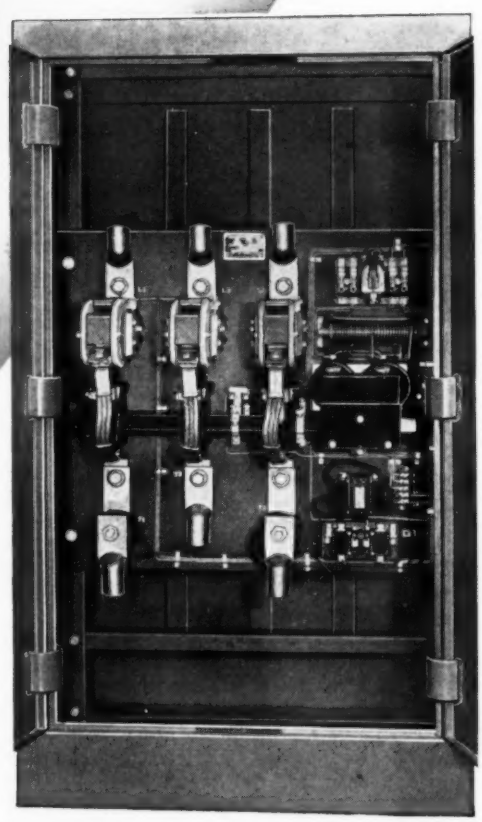

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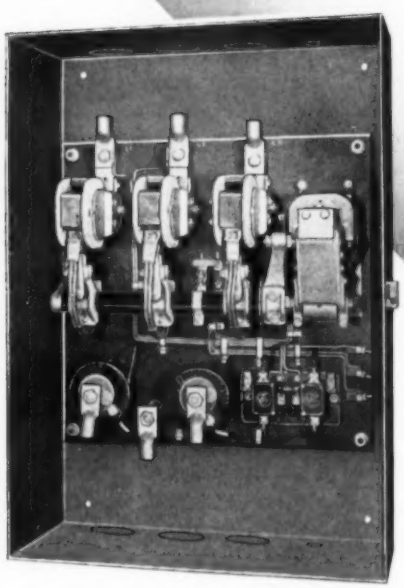


SIZE 5

Available open, or enclosed in NEMA type cabinets to meet varying operating conditions. Easily accessible terminals and plenty of wiring space simplify installations.

The CLARK Line
is the ideal
electrical control line
for distributors

EVERYTHING UNDER CONTROL

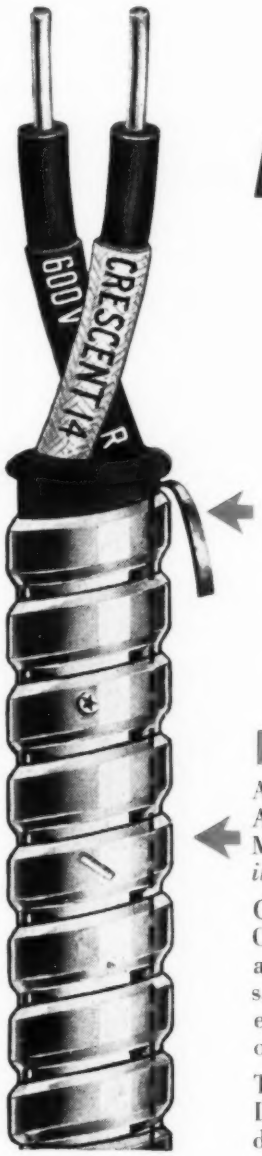
THE CLARK CONTROLLER CO.

1146 EAST 152nd STREET, CLEVELAND 10, OHIO

Cut Costs with

CRESCENT

A B C ARMORED CABLE



These Improved Features Make Installation

Easier—

Quicker—

Safer

FILE OR SAW

BREAK

PULL OUT PAPER

INSERT BUSHING

BONDWIRE UNDER ARMOR

Sizes number 14 and 12 AWG employ a flattened bonding wire in contact with the underside of each convolution of the armor, assuring a PERMANENT LOW RESISTANCE of armor.

PREFABRICATED BREAKING LINES

At intervals of every 1½ inches on CRESCENT ABC Armored Cable you will find a small Cut Mark. This Cut Mark shows the location of a prefabricated breaking line *inside* the armor.

Only a few short strokes of a file or hacksaw guided by the Cut Mark are required to cut through ONE outer ridge, and a bend by hand severs the armor. By actual test, this saves 30% of the time ordinarily required. A clean separation results, with no sharp edge. There is no chance of injury to paper, conductor braid or insulation because only one OUTER ridge is cut.

The prefabricated breaking lines in the armor are so made that THERE IS NO REDUCTION of tensile strength, bending qualities, crushing resistance or electrical conductivity. This construction meets all requirements of Underwriters' Laboratories.

Stocked by principal electrical wholesalers throughout the entire country.

CRESCENT

WIRE and CABLE

OVER 60 YEARS EXPERIENCE

CRESCENT INSULATED WIRE & CABLE CO.

TRENTON, N. J.

Revere
ELECTRIC MFG. CO. CHICAGO 40

SMASH HITS!

SERVICE STATION
AIRPORT-SPORTS
MARINE-INDUSTRIAL
Lighting Equipment

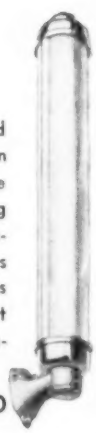
BROADWAY HAS ITS SMASH HITS —and right in the same all star category when it comes to making hits (sales hits, that is) is the REVERE Line of Lighting Equipment. Feature these sales-producing Stars in 1949's "getting tougher" merchandising. Your volume will multiply . . . FOR SURE!

New PYLON-LITES

for OUTDOOR THEATERS, GAS STATIONS, RACE TRACKS, ETC.

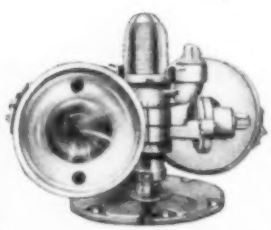
Available with or without area lights and top floods. The Luminaire houses 6 instant-start fluorescent lamps that produce a decorative and efficient lighting effect that draws trade like a magnet.

WALL TYPE PYLON

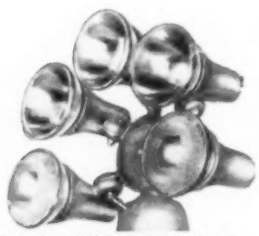


Decorative and functional version of the Pylon-Lite for illuminating building entrances, corners and other spots where you want attention concentrated.

PATENTED



ULTRA HIGH INTENSITY RUNWAY MARKER — originated by REVERE Engineers as the best way to provide adequate lighting for safe landing of aircraft under poor visibility.



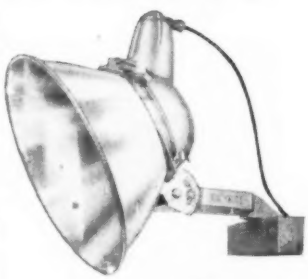
Showing REVERE Fitter for 1 to 5 light cluster . . . mounts atop area lights. Holders take 150 Watt PAR 38 Lamps.

3 Light Cluster for 300—500 Watt R-40 Floodlight Lamps. See REVERE Catalog for the many combinations available.

NO. 4200 ENCLOSED FLOOD
750 — 1,000 — 1,500 Watt. Weatherproof, easy to service. A masterpiece in design and construction.

The ONLY COMPLETE LINE

For "Long Range" installations—the new REVERE "2000" Rear Service Floodlight is "No. 1 on the Hit Parade." High light output and efficiency are obtained by means of polished aluminum interiors. Every sports lighting, golf driving range job is a prospect.



TRIANGULAR FLOOD
Best for Corner Locations. Shaped to cast a definite 90° beam pattern. Cuts off the light on property line. Alzak finished aluminum is used for reflector. The unit has wide range adjustment. An ideal unit for Service Stations, Hamburger Stands, Curb Service, Ice Cream Stands, etc. →

NO. 3018 LOW MOUNTING FLOOD
with removable top ball for mounting cluster lights. Socket casting also takes one, two or three floods without fitter. Reflector comes in aluminum or colored porcelain to match any color scheme.

NO. 3294
Aluminum or porcelain Holder for 300—500 Watt R-40 Lamps.

THE REVERE HINGED FLOODLIGHT POLE
eliminates hazardous climbing to clean and service floodlights. Comes in 20, 24 and 30 foot mounting heights.

WRITE FOR CATALOG

REVERE ELECTRIC MFG. CO.

6011 BROADWAY, CHICAGO 40, ILL.
INDOOR AND OUTDOOR LIGHTING EQUIPMENT TO SERVE EVERY NEED

earn greater profits with the COMPLETE LINE of well-known OKONITE TAPES

• Into every roll of Okonite's friction and rubber tapes go the result of 71 years of experience in making insulated wires and cables . . . and a consequent knowledge of what it takes to make tapes for perfect, lasting splices. The nationally-advertised Okonite name stands back of every roll of Okonite, Manson, Panther and Dragon Tape, in meeting all ASTM and Federal specifications for physical and electrical characteristics. Non-ravelling fabrics, other carefully selected materials and good working qualities combine to build repeat sales throughout the *complete* line of Okonite friction and rubber tapes.

OKONITE Rubber Tape is made of the finest natural rubber — Up-River Fine Para Rubber. It fuses readily into a homogeneous wall of tough rubber insulation, elastic, resilient, high in dielectric strength and permanently waterproof. Standard ¾" width ½ lb. roll is packed in individual yellow metal cans; other widths in individual cartons.

MANSON Friction Tape is made of a closely woven fabric with only new, naturally tacky rubber for greater adhesion. It has high breaking strength, tear-resistance and dielectric strength. Available in black and white. Standard ¾" width, ½ lb. roll of black Manson is packed in individual white metal cans; other widths also available.

OKONITE Rubber and MANSON Friction Tapes FOR TOP-QUALITY SPLICES

Electrical men, who know it is false economy to use poor splicing materials with fine cables, demand the best. For 60 years they have been selecting Okonite and Manson Tapes for every splicing job.

PANTHER and DRAGON Friction and Rubber Tapes FOR GOOD SPLICES AND GENERAL REPAIRS

Highly successful for all-around electrical splices and repairs, PANTHER and DRAGON Tapes pass all ASTM and Federal Specifications. Individually cellophane-wrapped and sealed, these tapes remain fresh for immediate and future use. The new, attractively designed packages promote sales.

PANTHER and DRAGON Friction Tapes have proved themselves in adhesive qualities and breaking strength because they are made to stay "alive" longer.

PANTHER and DRAGON Rubber Tapes fuse readily and permanently; have ample stretchability and high dielectric strength.

PANTHER Service Pack holds 10 rolls of No. 8 PANTHER Friction Tape only, 5 lbs. gross. Each roll wrapped and sealed individually.

PANTHER Handy Package holds 10 individually wrapped and sealed rolls of friction or rubber tape in No. 8, 5-lb. and No. 4, 2½-lb. gross sizes for counter or shelf.

PANTHER Friction Tape Display Cartons are packed with tape rolls sealed in cellophane and individual boxes . . . attracting customers to your counter. The No. 1 tape Display Carton holds 32 rolls while the No. 2 tape carton holds 16 rolls.

TAPE DIMENSIONS

Roll No.	Length (Feet)
PANTHER FRICTION	
No. 8	60
4	30
2	13
1	5
PANTHER RUBBER*	
No. 8	23
4	11½
DRAGON SPECIFICATION* FRICTION	
No. 8	82½
4	41½
DRAGON SPECIFICATION* RUBBER	
No. 8	30
4	15

*Standard width ¾". Other widths made to order only.

7621

THE OKONITE COMPANY

PASSAIC — OKONITE SINCE 1878 — NEW JERSEY

TEAMED UP FOR PROFITS—YOU AND "U. S."!

"This Pair
saved me money on wire!"
That's the kind of talk you hear from an electrical contractor—when he deals with U. S. Rubber.
For the U. S. Rubber salesman teams up with the U. S. Distributor's salesman—to make sure you get the *right* kind of product . . . at the *right* time.
Your crews won't stand idle awaiting wire shipments, when
of this "U. S." team is the quality of the product they bring to you. They provide such items as U. S. Laytex, the small diameter
ables you to take out
same cond
UNITED STATES RUBBER COMPANY

HERE'S WHAT WE ARE DOING TO TELL YOUR STORY TO YOUR CUSTOMERS!

Mr. Distributor, here's one advertisement of a current series addressed to Electrical Contractors and Maintenance Men. This series tells top-ranking customers that Distributors render a multitude of services. U. S. Rubber Distributors carry the *right* kind of products—deliver at the *right* time.

Your customers know that when you are teamed up with the U. S. Salesman, you are equipped to give them better service. They know you and the U. S. Salesman believe in helping the customer in dozens of unusual ways, that you do not believe service should stop when the sale is made.

"U. S." tells your customers about the quality of the products you carry . . . products that are *beyond competition*. These include Laytex RU and RUW small diameter building wires, Royal Master Portable Cords and the Neoprene-jacketed Service Entrance Cables . . . just a few of the many "U. S." products with *unique* selling points.

Get a bigger share of wire business—become a U. S. Rubber Distributor. Write today to Electrical Wire and Cable Department, United States Rubber Company, Rockefeller Center, New York 20, N. Y.

U. S. ELECTRICAL WIRES AND CABLES FOR EVERY PURPOSE

PRODUCTS OF

U.S.RUBBER
SERVING THROUGH SCIENCE

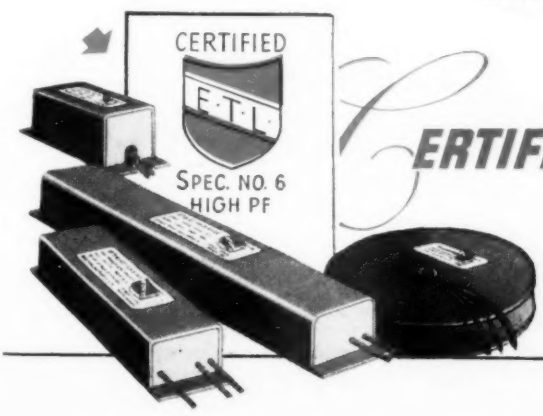
UNITED STATES RUBBER COMPANY

Certified Ballasts = Dependable Lighting Performance

• You can be sure of long, dependable service from fluorescent fixtures by insisting on Certified Ballasts in the equipment.

Certified Ballasts deliver... Full lamp life
Rated light output
Dependable performance

The reason for this is: Certified Ballasts are made to precise specifications ... specifications which conform to the exact requirements of fluorescent lamps ... then tested, checked and certified by impartial Electrical Testing Laboratories, Inc.



All Fleur-O-Lier fixtures use Certified Ballasts.

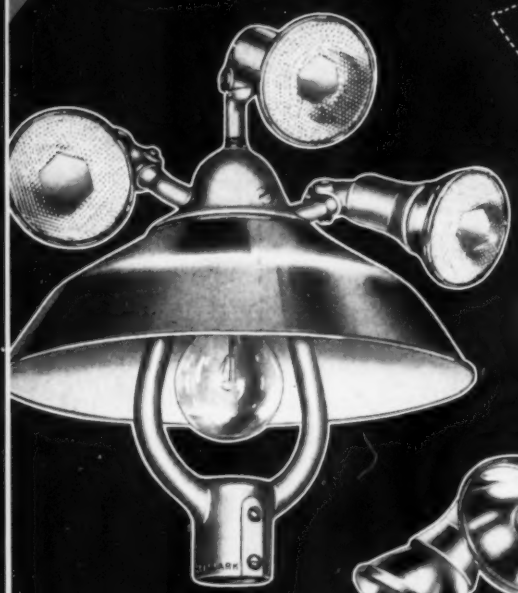
CERTIFIED BALLAST MANUFACTURERS

Makers of Certified Ballasts for Fluorescent Lighting

2116 KEITH BLDG., CLEVELAND 15, OHIO

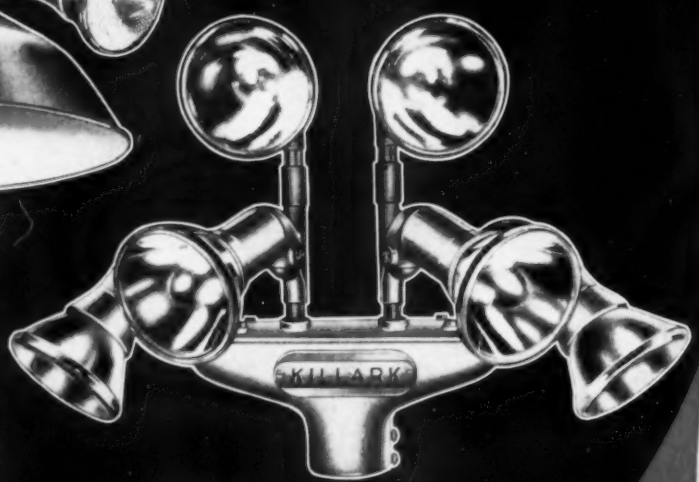
BUSINESS IS BETTER with

Can be directed at any angle.
Can be adjusted up or down.



TYPE SMHU

With 1 to 6 lamps. Can be used with your present island light set-up.



TYPE SYL

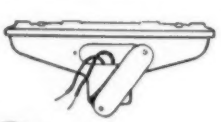
Available with 2 to 6 lamps.

KILLARK CLUSTER LIGHTS

Better Lighting . . . Easy Installation!

"Tailored" to give efficient and economical lighting for every need, Killark Cluster Lights offer all these PLUS features — that add up to better lighting for your customers — better business for you!

+ Special sealed beam lamps in all fixtures.
+ Each lamp is adjustable, to give light where it's needed most.
+ Uses *medium base* 150 and 300 watt lamps and *mogul base* 300 and 500 watt lamps.
+ Rustless aluminum construction, for dependable service.
+ Weatherproof — sealed against dirt, dust and moisture.
+ Low maintenance cost — no reflectors to paint or wash.



Trough large size. Front (gasketed) cover for easy splicing and wiring.

From single Killark Sealed Beam flood or spot lamps to six lamp Cluster Lights, Killark offers a unit for every need. Furnished completely wired for simple, fast installation.

Write for illustrated bulletin and information on the complete Killark line.

K KILLARK ST. LOUIS

Killark

ELECTRIC MANUFACTURING COMPANY

Offices and Warehouses: Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, Pittsburgh, San Francisco, Seattle, Syracuse.
Offices: Baltimore, Cincinnati, Cleveland, Kansas City, Minneapolis, New York, Philadelphia.

Vandeventer & Easton Aves.
SAINT LOUIS 13, MO.

You can do a *lot*

with a little GOLD SEAL TAPE

Here's a tape your customers can rely on—in emergencies . . . under *any* conditions. Gold Seal Tape is a goodwill builder because it sticks to the job, *speeds* the job.

But what makes Gold Seal the *lasting* favorite of linemen and electricians is the fact that it *goes further.* There's no waste. Production is laboratory-controlled all the way, from base cloth to the lasting "tack" in the friction compound.

There's more tape value in every roll of Gold Seal, and more profits for you. It's a steady seller, both in single rolls and the handy 10-roll containers. Make sure you're fully stocked. Jenkins Bros. (Rubber Div.), 80 White St., New York 13, N. Y.

Jenkins Bros. also make Diamond Seal Friction and Rubber Tapes which meet both ASTM and Federal Specifications.

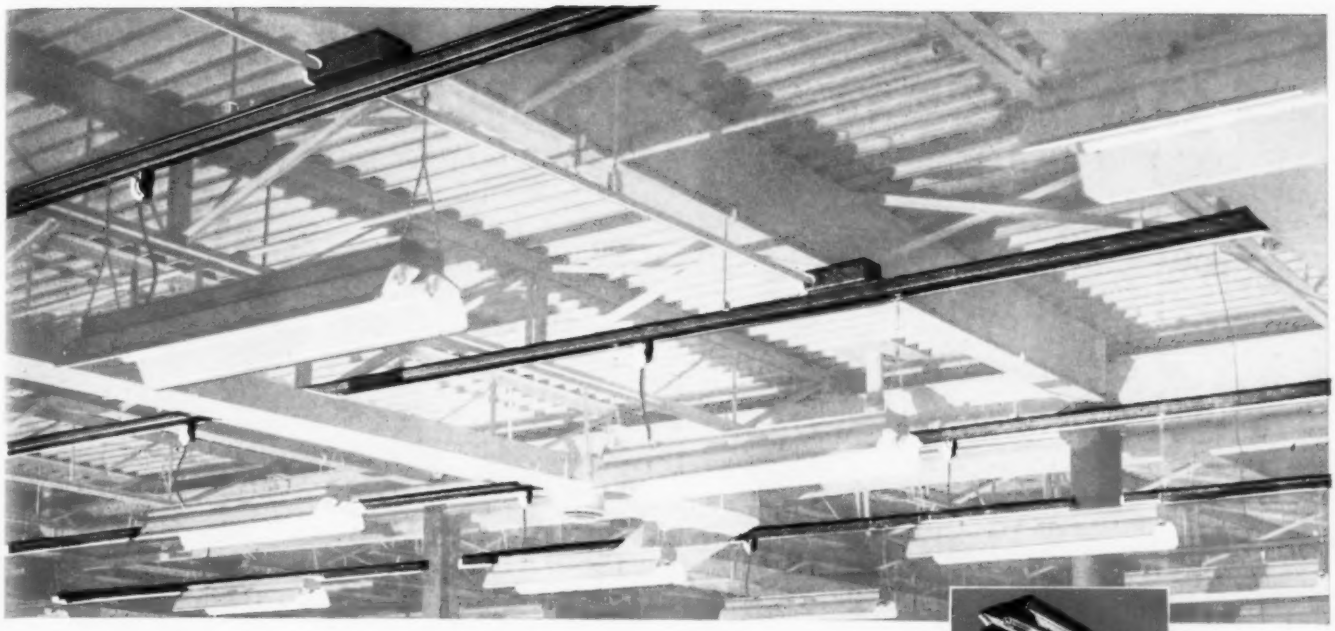
JENKINS *Gold Seal Tapes*

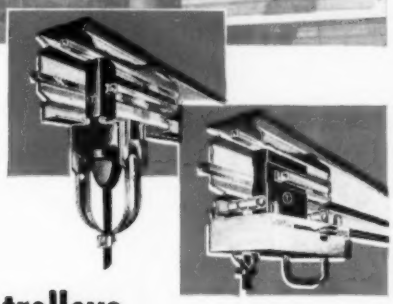
TRADE JENKINS MARK Jenkins Bros.

FRICTION and RUBBER TAPES

MADE BY JENKINS BROS. . . . MAKERS OF FAMOUS JENKINS VALVES

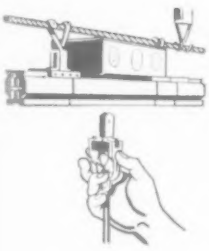
perfect CORDination
Electrical appliances work like a team with CORNISH Cords and Plugs. Sure contact, long wear— and an end to CORDelirium with
CORNISH
CORDS and CORD SETS
APPROVED BY UNDERWRITERS LABORATORIES
Selected by leading manufacturers . . . why not by YOU
A full line of Flexible Cords for the Repair and Service industry, obtainable through Jobbers and Distributors
CORNISH WIRE COMPANY, INC.
15 Park Row
New York 7, N. Y.





NOW... a Busway for Lighting and Small Power Tools

New FLEX-A-POWER is every inch an outlet for plugs or trolleys



Now... Trumbull introduces the busway for 50 amp service—lighting, small tools, business machines, appliances. It's the LTG FLEX-A-POWER—an outgrowth of Trumbull's 20-year experience with the heavier FLEX-A-POWER used so successfully throughout industry.

NO PRODUCTION BREAKS FOR RELOCATING LOAD OR RE-WIRING

Whether it's a run of ten feet or one thousand, LTG is a potential outlet every inch of the way. It can be instantly tapped by plug or trolley—*any place.*

The load can go where it's needed—not just where there's a fixed outlet—and without long extension cords.

LOWER COST INSTALLATION—EASY RELOCATION

Prefabricated LTG sections are installed much more quickly than wiring and conduit. Systems can be dismantled and reinstalled—or extended—with ease and economy.

MOST EFFICIENT PLUG-IN SYSTEM

Exclusive—plug or trolley can be inserted anywhere. *Exclusive*—no drop-out sections (which weaken system). *Exclusive*—two, three or four-pole systems in same compact housing. Each 10 foot length will support 250 lbs. at any point.

NEW FREE BULLETIN TELLS why LTG FLEX-A-POWER is less expensive, more practical than wiring and conduit... more flexible, more rugged than any other busway in its class. Send coupon now.

THE TRUMBULL ELECTRIC MANUFACTURING COMPANY
PLAINVILLE, CONN.

I want to know more about *savings* and *flexibility* with LTG FLEX-A-POWER. Please send Bulletin TEC-3.

Name.....

Company.....

Address.....

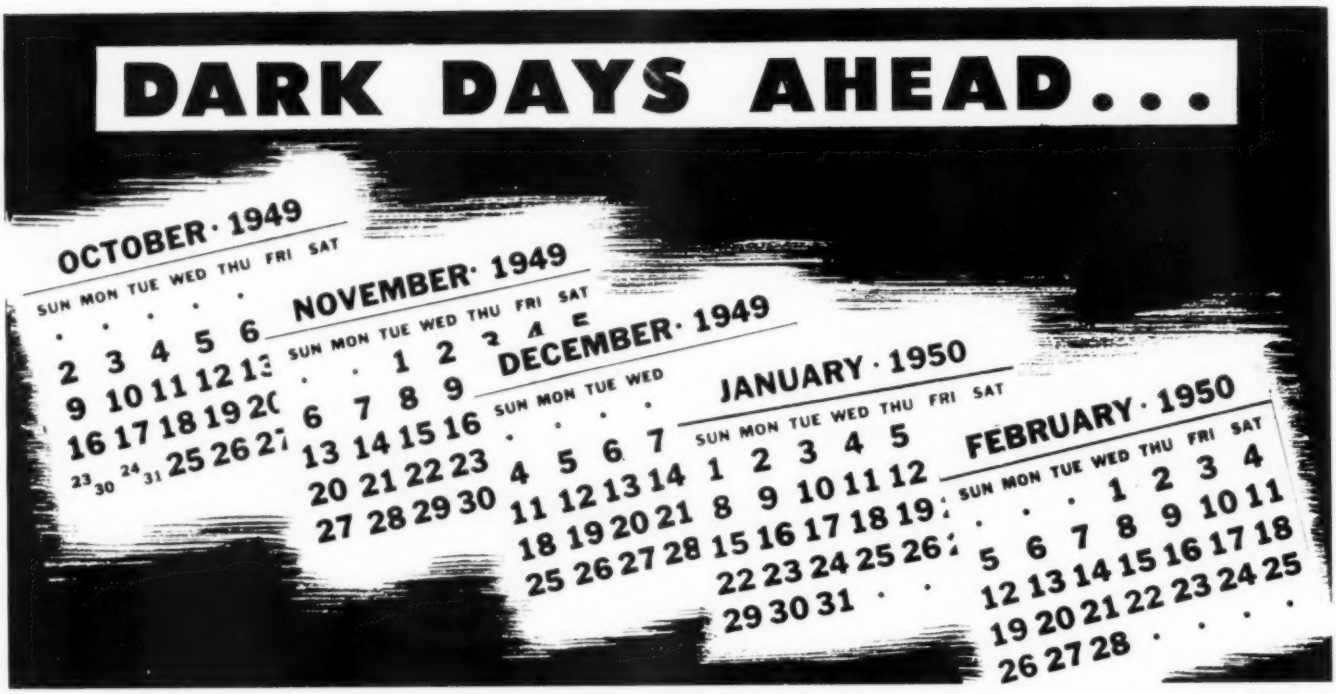
City.....Zone.....State.....

Men Who Observe the Best Electrical Practice Make It a Practice to Use

TRUMBULL (T) ELECTRIC

TRUMBULL'S TRAINLOAD OF NEW PRODUCTS

DARK DAYS AHEAD...



MEANS BUSINESS FOR...

BALLASTS

Every day the fluorescent lights will be switched on earlier in offices, stores and factories. There's going to be a good ballast replacement business especially in those fixtures originally equipped with underpowered, unbalanced watt output ballasts. And that situation provides you with an exceptional opportunity to prove to your customers that you distribute high quality products. By supplying Acme Electric ballasts for these fixture replacements, you provide a ballast that delivers its full rated watt output to each lamp. This means that lamps in turn are brighter, won't flicker, won't end blacken prematurely, last longer. In addition to better electrical performance, Acme Electric ballasts are free from magnetic hum, usually minimize the noise level of the fixture. Write for bulletin and data which will help you sell more Acme Electric ballasts.

AIR COOLED TRANSFORMERS

Now is the time to feature the economy of balancing power and lighting circuits with Acme Electric Air Cooled transformers. Unbalanced circuits keep maintenance men busy repairing breakdowns. The new Acme Air Cooled transformer catalog AC 178 includes wiring diagrams which show how to install transformers for balancing circuits, provide 3 wire from 2 wire circuits and many other helpful suggestions.

VOLTAGE ADJUSTORS

Here's a specialty that is a big seller. Manually operated to regulate the voltage to provide exactly the rated voltage necessary for good performance of every electrical appliance including lighting installations. Available in sizes from 150 to 5000 watts with manually regulated secondary voltage ranges from 65 to 145 volts or 145 to 240 volts. Bulletin SD 151 sent on request.

ACME ELECTRIC CORPORATION
6710 WATER ST. CUBA, N. Y.

Acme ACME Electric
TRANSFORMERS

Acme Electric Manufactures Luminous Tube Transformers—Fluorescent Lamp Ballasts—Cold Cathode Lighting Transformers and Ballasts—Mercury Vapor Lighting Transformers—Radio and Television Transformers—Electronic Transformers—Door Bell, Chime and Signaling Transformers — Safety Transformers — Voltage Regulating Transformers — Step Down Transformers — Control Transformers — Warp-Stop Transformers — Air Cooled Power Transformers—Rectifiers.

CHECK THESE *"plus qualities"* IN NATIONAL ELECTRIC BUILDING WIRE

Extra features—built into all National Electric Building Wires—are the "plus qualities" that make NE wire the most outstanding on the market today.

14-R-600V-National DILEC SAFECOTE

HERE'S WHAT YOU GET—

DILEC-SAFECOTE

(Types R, RW, RH)—Rubber insulated building wire that offers electricians clean handling.

- "Dilec" provides 100% covering of insulation
- Flame retardant "Safecote"
- Free stripping, long life insulation
- Small diameters
- Easy fishing
- Superior aging characteristics

14-TW-600V-National

THERMOPLASTIC

(Type TW)—A superior building wire for general use and wet locations.

- Moisture resistant
- Flame resistant
- Acid resistant
- Oil & grease resistant
- Abrasion resistant
- Wide choice of bright, permanent colors for easy identification
- Easy fishing

- All National Electric Building Wires are clearly marked with size, type and voltage every two feet for ease of identification.
- NE Building Wires greatly exceed Underwriters' Laboratories, Inc. requirements.

Sold through leading electrical wholesalers

- This unique wire carton, original with NE, permits easy handling on or off the job. Simply remove the center circle, pull out the wire, cut off what you need. The unused wire remains in the box, clean and untangled.

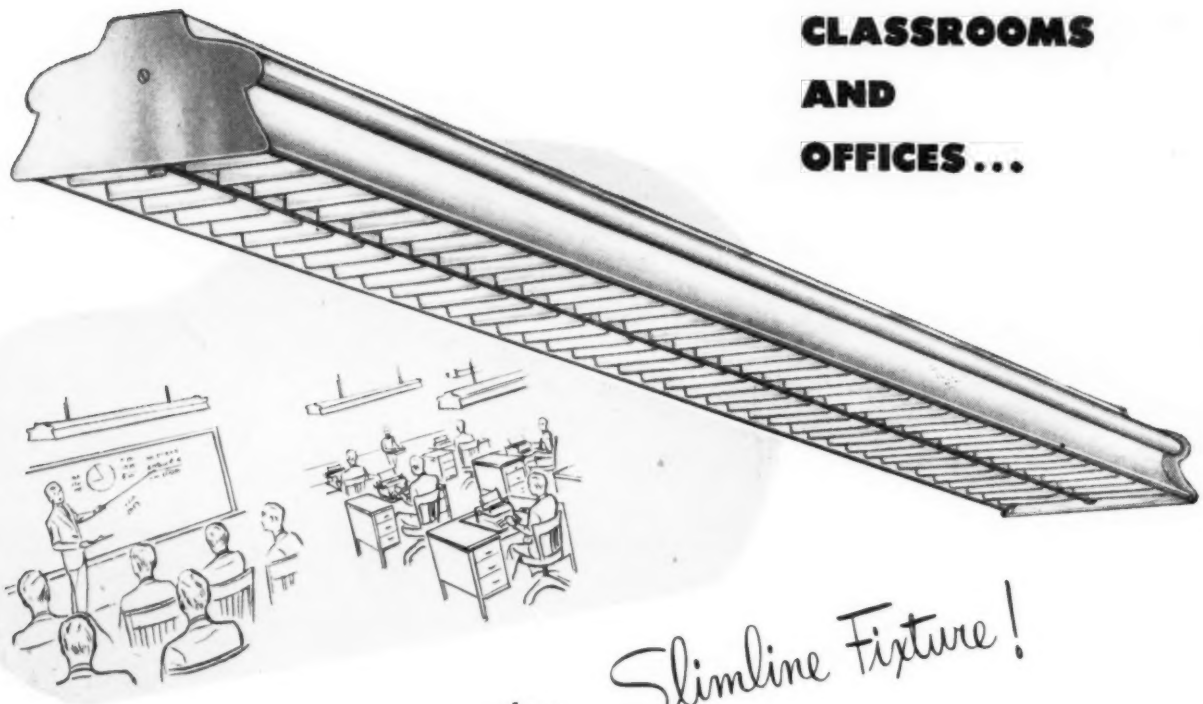
NATIONAL ELECTRIC PRODUCTS — NE — WIRING SYSTEMS

National Electric Products Corporation

1302 CHAMBER OF COMMERCE BUILDING PITTSBURGH 19, PA.

PUT THIS NEW "Ocular Comfort"

INTO CLASSROOMS AND OFFICES...



it's the latest Wheeler Slimline Fixture!

NOW you can get eight outstanding fixture features, all in one new Slimline Fixture. Wheeler's "Ocular Comfort" represents the accumulated design and engineering skill of almost 70 years in the specialized manufacture of lighting equipment. It meets a demand for:

1. **All metal construction** ... *no glass or plastics ... nothing to break or distort*
2. **Indirectly-illuminated side panels** *of smooth metal ... easily cleaned — no dirt-catching perforations*
3. **Low surface brightness**
4. **Pivoting side panels** ... *for ease of relamping (see illustration at left)*
5. **One-piece bottom louver** ... *never needs to be disturbed except for access to operating equipment*
6. **Better-than-average shielding** ... *35° both crosswise and lengthwise of fixture*

7-8. Pleasing appearance *plus high efficiency*

Side panels pivoted for ease of relamping

"Ocular Comfort" Slimline Fluorescent Fixtures are made for use with the 75 watt, 96" T12 Slimline lamp and the 40 watt 48" T12 single pin lamp. Both lamps instant-starting type. Lampholders—depressable type. Be sure to get all the details of this new product of Wheeler "Skilled Lighting". Write, *Wheeler Reflector Company, 275 Congress St., Boston 10, Mass.* ... also New York, N. Y. Representatives in principal cities.

Distributed Exclusively through Electrical Wholesalers

Wheeler REFLECTORS

"SKILLED LIGHTING"

MADE BY SPECIALISTS IN LIGHTING EQUIPMENT SINCE 1881

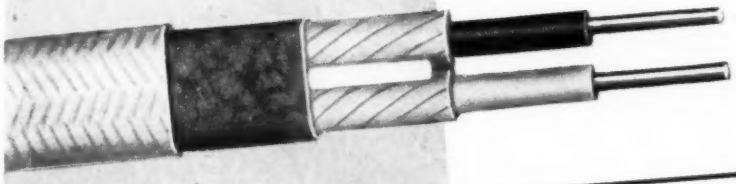
"engineered extras"

IN THESE HAZARD CABLES

HELP YOU GET MORE BUSINESS

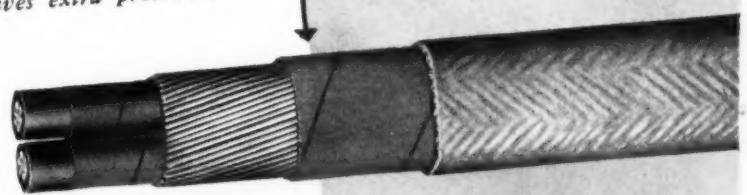
HAZARDEX SNO-FLEX CABLE

Here's a non-metallic sheathed cable with the *extra advantage of a smooth white finish* that gives you a *distinctive* product to sell. It's the cleanest cable to handle, requires no conduit, strips neatly and quickly. The simple construction of Sno-flex makes it fast to splice and install. Sno-flex is the perfect answer to the problem of wiring houses after plastered walls are finished. It costs no more than regular Hazardex. Approved by the Underwriters' Laboratories, Inc. for both open work and concealed wiring.



HAZARD SERVICE ENTRANCE CABLE

With types UBN and ABN, black and red Okobestoprene Tapes are wrapped over the individual insulated conductors in place of the ordinarily used color coded braids. *Okobestoprene Tape, an Okonite developed asbestos-neoprene combination, gives extra protection against flame, moisture, mildew, acids and alkalis.* Another layer of this tape is wrapped over the bare neutral conductor as a moisture seal and to help assure an absolutely clean concentric conductor to work with. This long-lived cable construction is another "no-extra-cost" special from Hazard engineers that helps you get more business. Hazard Service Entrance Cables carry full approval of the Underwriters' Laboratories, Inc.



HAZARDEX-WATERTITE ML

For farm wiring or other severe service locations, *the extra protection against moisture and acid engineered into this special non-metallic sheathed Hazard cable is without equal.* The individual conductors are protected with Watertite insulation. This Hazard developed, moisture-resistant insulation has proved its durability in severest service for many years, in both above-ground and direct-burial installations. Over each insulated conductor a thin neoprene covering is added for still more protection. The entire cable assembly is finally guarded against moisture, destructive fumes, oil, fire, heat, sun, weather and abrasion by a tough Hazaprene Sheath. Hazardex-Watertite ML is a compact, easy to handle, unusually quick to install cable.

For more information about the above Hazard cables see your jobber, your Hazard representative or write to Hazard Insulated Wire Works, Division of The Okonite Company, Wilkes-Barre, Pa.

HAZARD

Insulated wires and cables for every electrical use

7723

Get your Free INDENTER

Cross Section Showing Indentations.

Here is your chance to get a free Briegel Indenter — the tool that saves more time installing thin wall tubing than anything else on the market. This Special Package Offer is made up of 400 1/2" Briegel Connectors and 200 1/2" Briegel Couplings — enough to wire three average six room houses — and One Original Briegel Indenter all for the price of the fittings alone.

The Briegel Method of installing thin wall is not only faster and less expensive but also neater in appearance and more permanent.

Cash in on this free offer while it lasts. Save time and save money on your original purchase and on the job with Briegel Fittings!

This offer available at all leading wholesalers.

All B-M Fittings Carry the Underwriters' Seal of Approval

This offer subject to withdrawal without notice

Insist on Briegel All-Steel Approved Couplings and Connectors. These are the Original Labor-Saving Indenter Type Fittings used by contractors for over 15 years.

BRIEGEL METHOD TOOL CO.

GALVA • ILLINOIS

Voltage loss goes down...

...when Hi-Efficiency FEEDER FA BUSDUCT goes up!

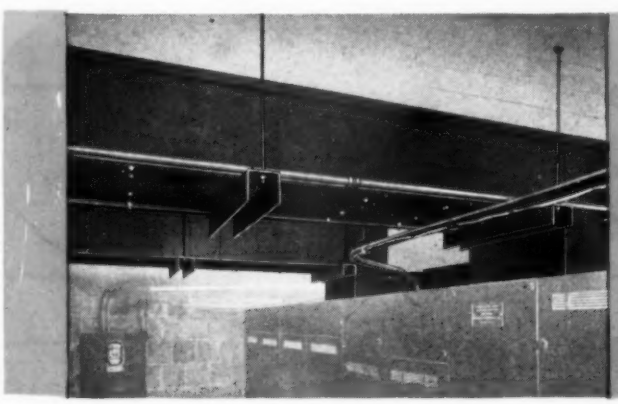
HI-EFFICIENCY FEEDER Ⓕ BUSDUCT offers a new high in the efficient distribution of power and light . . . *by reducing voltage loss to less than 2 volts per 100 feet at 80% power factor.*

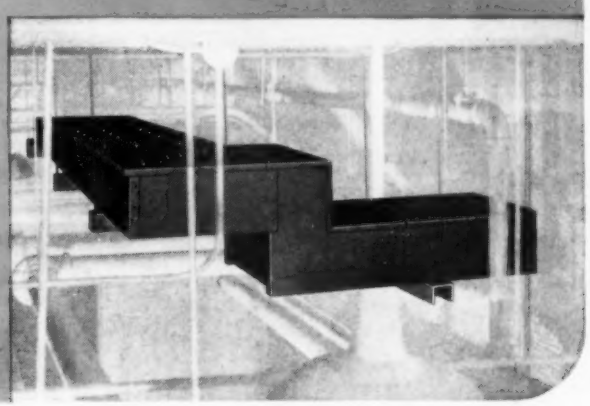
This modern, steel enclosed, ventilated-type electrical feeder is designed to provide a lifetime of just such efficient electrical service in the transfer of heavy current from service entrance to distribution center, from generators to switchboards or from switchboards to distribution centers.

The photos shown are of a recent 4000 amp., 3 phase, 4-wire Ⓕ Hi-Efficiency Busduct installation. Note that sections can be run horizontal or vertical, up and around pipes or other difficult angles, and through walls, floors or ceilings.

In addition to its extreme flexibility, minimum voltage loss and reliability of service, Feeder Ⓕ Busduct is readily accessible, reduces maintenance and provides for future expansion.

Furnished in 2, 3 or 4 conductors, 600 to 4000 amps., 600 volts AC or less.





Your Ⓕ Representative will gladly discuss the electrical advantages of a Busduct system for your plant. Or if you prefer, write for Busduct Bulletin 701.

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER

RACO is a 3-way winner!

The RACO Line has won the wholehearted acceptance of Contractors—
It's won the confidence of Architects—
It's won the enthusiastic support of Jobbers and Wholesalers!

Championship of products in the building trades, however, has to be well earned. RACO's complete line of switch and outlet boxes has earned its top position on many counts—contractors depend upon the workmanship, quality, and careful inspection of RACO Boxes to insure quick installation. Architects know that RACO Boxes are dependable. The wide acceptance of the RACO Line assures wholesalers of quick turnover and steady demand. The RACO Line is approved by the Underwriters' Laboratories, Inc.

You can always rely on RACO!

RACO

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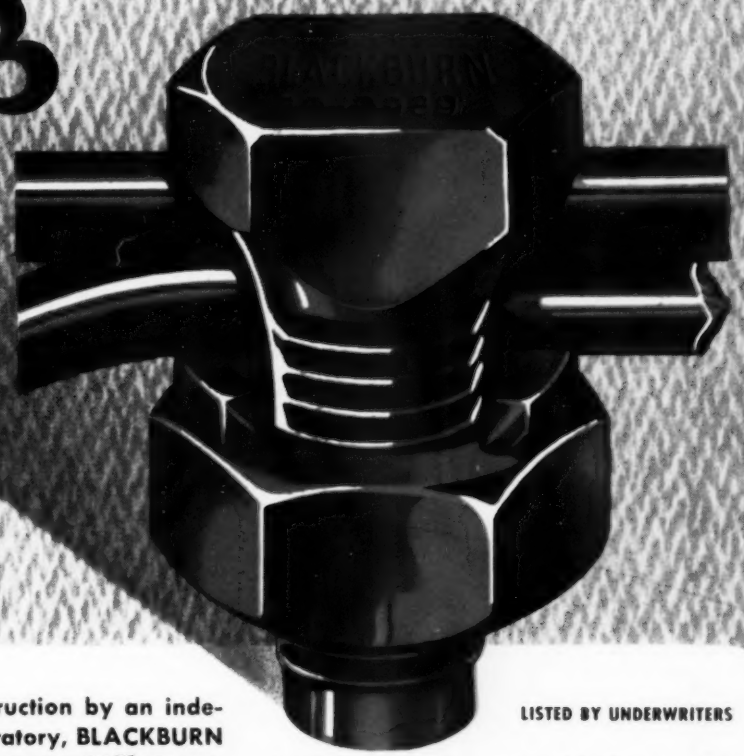
ALL-STEEL EQUIPMENT Inc.—800 Kensington Ave., Aurora, Illinois

"A BOX FOR EVERY NEED"

BLACKBURN *Hi-Strength* CONNECTORS

TEST 1/3 STRONGER!



When pulled to destruction by an independent testing laboratory, BLACKBURN Hi-Strength Connectors were 34% stronger than the average of seven other leading makes. They were 14% above the next strongest connector and 62% better than the weakest of the connectors tested.*

Tests also show that Blackburn Hi-Strength Connectors produce a very high pressure connection — several times the pressure exerted by many other brands of the split bolt type. The extra strength of Blackburn Connectors holds the high pressure connection indefinitely. That is why Blackburn Connectors are trouble-free on the lines. That is why Blackburn Connectors are always preferred by those who have used them. That is why Blackburn Connectors are No. 1 in their field today.

LISTED BY UNDERWRITERS

*Two samples of each size from 6 to 4/0 inclusive were tested for each brand including Blackburn. Each connector was assembled over two yokes which were put into the jaws of a standard tensile testing machine. Each connector was then pulled to destruction. The average breaking strength of Blackburn Connectors was 34.3% greater than the average of the 7 other leading brands representing over 90% of all the connectors produced.

JASPER BLACKBURN PRODUCTS CORP.

Builders of Quality Connectors for 15 Years • First, Madison & Clinton Sts., St. Louis 6, Mo.

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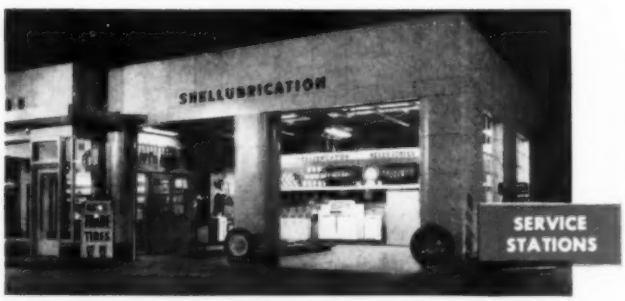
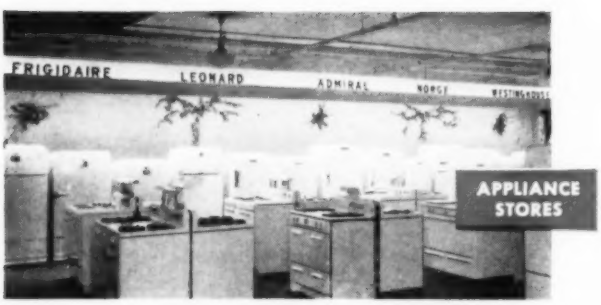
VAL-LITE

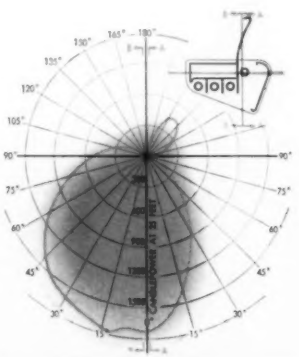
Four prime prospects for

KENT-MOORE VAL-LITES





NEXT time you're planning a commercial lighting system, tell your customers about new Kent-Moore VAL-LITES. They're "naturals" for modern merchandising . . . in service stations, appliance stores, super markets, automobile dealerships, and many other types of retail store installations. For VAL-LITES, you see, do more than provide diffused illumination around the wall sales area. They're designed to dramatize merchandise, create attractively lighted, "buy-appealing" displays. They permit effective point-of-purchase advertising, and department identification, too, with easy-to-change individual letters that stand out sharply against a glow of fluorescent back-lighting. And experience has shown that, wherever VAL-LITES go in, retail sales go up!



Candlepower Distribution Chart for four lamp VAL-LITE fixture.

VAL-LITES . . . Quickly, easily installed. Sturdily built, union made, approved by Underwriters'. Available in models for two or four 40-watt fluorescent lamps. Send coupon today for new VAL-LITE Merchandising Manual containing complete specifications and installation data.

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Lighting Division **(W)**
Kent-Moore Organization, Inc.
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Gentlemen:

Without obligation, please send me your new VAL-LITE Merchandising Manual and Price List.

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Company_____

Street and No._____

City_____ **Zone**____ **State**_____

Save Yourself Trouble...

PICK THE FIXTURE WITH A G-E BALLAST

For your fluorescent lighting installations, insist—ahead of time—on quality *inside* the fixture as well as out. Ballasts of superior design and materials mean ***less maintenance*** because they last longer and make lamps last longer. Quality ballasts assure full rated light output and save you money from the very start—you need to install ***fewer fixtures*** to do the job!

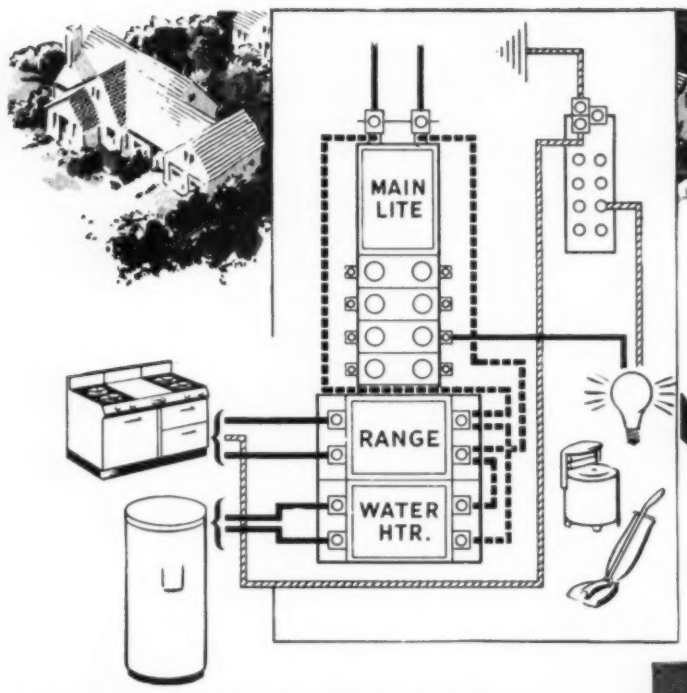
The General Electric ballast tag on fluorescent fixtures is your best guide to ballast quality. You'll be able to count on worry-free operation, fewer replacements —complete satisfaction. So remember to look for the G-E tag when looking at fluorescent lighting—you'll save yourself trouble and money.

Send today for your free copy of G.E.'s new booklet "Quality Costs Less"—it shows with facts and figures how good ballasts mean economy for you. Address Sec. 412-81, *Apparatus Department, General Electric Company, Schenectady 5, N. Y.*

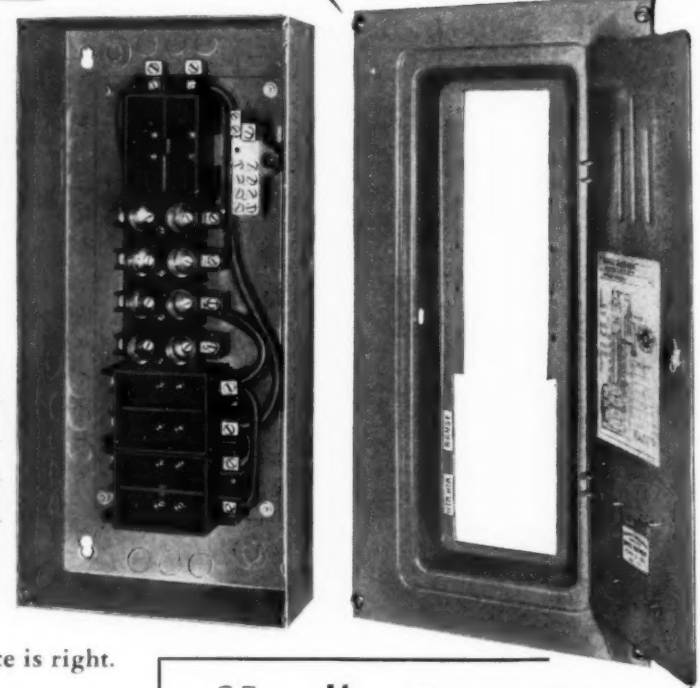
ADVERTISED IN TIME THE WEEKLY NEWSMAGAZINE

GENERAL ELECTRIC

412-81



A NEW Reason why the Switch is to General



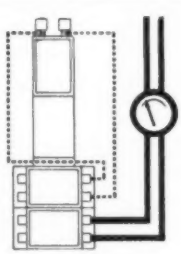
General Switch Cat. No. 663-108, Main-Range-Water Heater Combination Triple Pullout Unit

100 Amp main lugs feed the 60 Amp pull-out switch controlling from 4 to as many as 12 plug fused lighting circuits. The main lugs also feed the Range and Water Heater pullout switches . . . available in 30 or 60 Amp and non-interchangeable to prevent overfusing. Flush or Surface. Underwriter Laboratories approved.

THE new GENERAL Main-Range-Water Heater Combination Triple Pullout Unit, the latest addition to the GENERAL SWITCH extensive line of enclosed switches and panels, means a real saving in time and materials, is a neat, compact unit, is thoroughly dependable and . . . the price is right.

The development of this all-in-one unit is another step forward in the GENERAL SWITCH planned program of product development of "unitized" equipment for simplified electrical systems at lower cost.

Save time and save money . . . investigate this new unit and *Switch to* GENERAL *today*! Available everywhere exclusively through wholesalers.

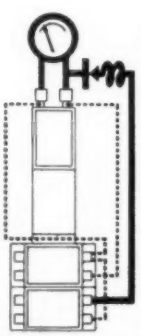


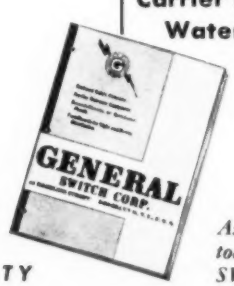
Separate Meter for Water Heater

Simply remove jumpers and feed the water heater pullout switch through separate meter.

Carrier Relay or Time Clock Water Heater Disconnect

Remove one jumper and connect water heater switch through disconnect element of meter.





Ask your wholesaler or write today for the GENERAL SWITCH 68-page catalog.

General Switch Corp.

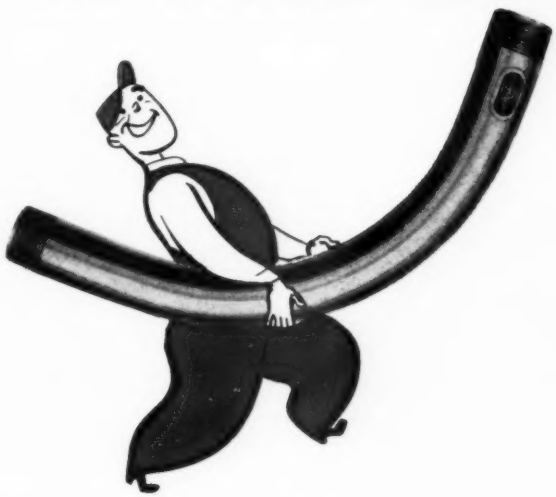
49 Roebling Street Brooklyn 11, N. Y.

SALES OFFICES IN EVERY MAJOR CITY

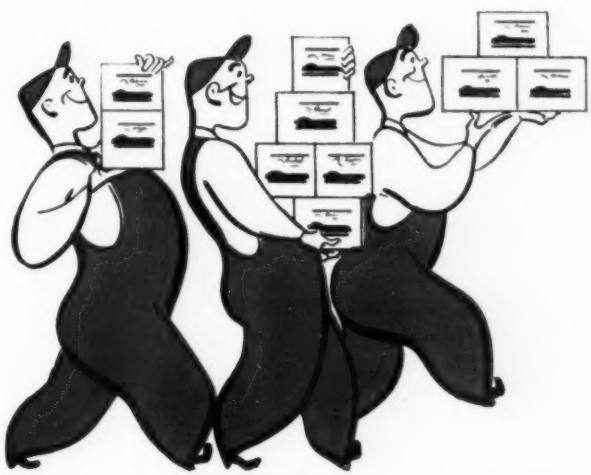
This U. L. Label..

on Conduit Nipples

and Conduit Elbows



.. in Handy Cartons



keeps customers coming again and again . . .

Your customers are shopping for value. They are looking for reliable, familiar, guarantees of quality before buying. Because the Underwriters' Label is acceptable evidence of exacting standards of workmanship and material, Conduit Pipe Products enjoy the confidence of the Industry, which is expressed in repeat sales. Price, too, is important today — making Conduit Pipe Products doubly attractive to your customers.

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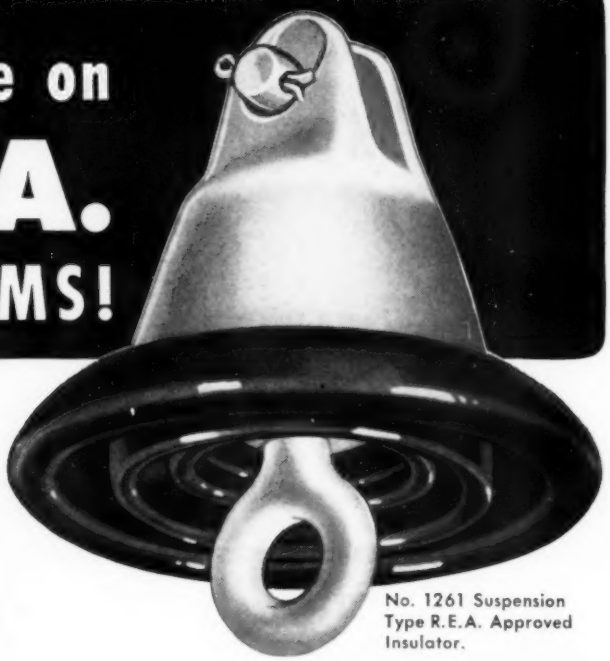
RUNNING THREAD · GOOSENECKS · WALLPLATES · EMT FITTINGS

Approved ...for use on R.E.A. FINANCED SYSTEMS!



No. 1261 Suspension Type R.E.A. Approved Insulator.

All Illinois Porcelain Insulators listed below, a few of which are illustrated, are on the list of materials acceptable for use on Rural Electrification Administration financed systems.

No. 1937 Reinforced Type R.E.A. Approved Wireholder.

Specify ILLINOIS PORCELAIN INSULATORS

SUSPENSION TYPE

Dead End	No. 1261, 6″ dia.
Ball and Socket	No. 1253, 10″ dia.
Clevis Type	No. 1271, 10″ dia.

DISTRIBUTION TYPE

Pin Type	No. 261
Pin Type	No. 175

SPOOL TYPE

Secondary Rack	No. 101, 1¾″ dia. groove
Secondary Rack	No. 96, 3″ dia. groove
Service Rack	No. 100, 1⅜″ dia. groove. (wet or dry process porcelain)

STRAIN TYPE

No. 502 No. 534 . } Use dependent upon strength
No. 536 No. 540 . } and cable requirements.

WIREHOLDER TYPE

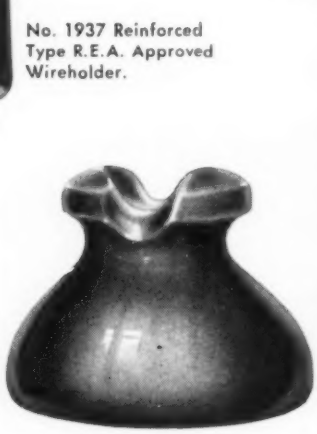
Reinforced	No. 1937, 2¼″ screw
Reinforced	No. 1937-3, 3″ screw

DEAD END CLAMPS

No. 2106 No. 2107
No. 2115 No. 2116

SUSPENSION CLAMPS

No. 2300, for angle mounting
No. 6240-U
No. 6241-U } Use dependent upon type of cable.
No. 6243-U



No. 261 Pin Type R.E.A. Approved Insulator.

No. 175 Pin Type R.E.A. Approved Insulator.

No. 502 Guy Strain Type R.E.A. Approved Insulator

No. 101 Spool Type R.E.A. Approved Insulator.

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ILLINOIS ELECTRIC PORCELAIN CO.
MACOMB, ILLINOIS

make these 6 units YOUR BASIC STOCK

Cat. No. 136—Lamp holder for Par-38 bulb wired with 20 inches AF cord, fully enclosed.

Cat. No. 134 — Eight light wiring trough.

Cat. No. 130—Standard lamp holder for Par-38 bulb with 20 inches SV cord.

Cat. No. 133 — Three light housing with removable plate.

Cat. No. 137—Mogul base holder fully enclosed with 20 inches AF cord.

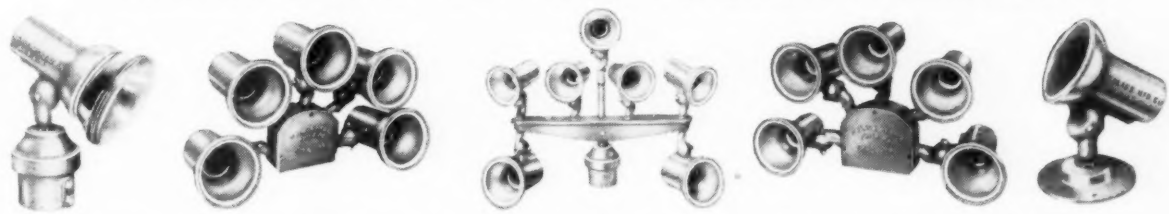
Cat. No. 139—Five light housing with removable face plate.

for 164 different combinations

The cast line provides inexpensive outdoor lighting with maximum efficiency under all conditions. All *cast line* units are precision made of heavy cast aluminum and are completely weatherproofed with sealed in gaskets. All fittings are tapped and threaded ½" standard iron pipe size. Each unit is individually boxed and packed in cartons of 12. Any unit from a ½" I.P.S. plug to an eight lamp housing is available for immediate shipment at all times.

The *cast line* is **completely U/L approved** and guaranted by the M. Black Manufacturing Company.

Illustrated below are a few of the 164 possible combinations



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Vaportight CONDULETS*

for electrical installations that are exposed to **weather, moisture, steam or non-combustible dusts**

JUNCTION CONDULETS - SWITCHES - RECEPTACLES - LIGHTING FIXTURES - CIRCUIT BREAKERS - PANELBOARDS

The illustrations show a representative selection from the hundreds of CONDULETS that are vaportight or when furnished with covers and gaskets become vaportight.

*CONDULET is a coined word registered in the U. S. Patent Office. It designates a product made only by the Crouse-Hinds Company.

Type X Obround Condulet with Blank Cover and Gasket
Type FSC Condulet with Blank Cover and Gasket
Type GSC Condulet with Blank Cover and Gasket
Type CRY Vaportight Condulet
Type C Obround Vaportight Switch Condulet
Type FS Vaportight Trisle Switch Condulet
Type FSC Vaportight Push Button Station Condulet
Type FSC Vaportight Plug Receptacle Condulet
Type VPW Vaportight Indirect Lighting Condulet 150 – 200 Watt
Type AMG Vaportight Flexible Fixture Hanger
Type FS Vaportight Switch Condulet
Type FD Vaportight Switch Condulet
Type FDC Vaportight Switch Condulet
Type FS Two Gang Vaportight Switch Condulet
Type FS Vaportight Lighting Fixture
Type FSC Two Gang Tandem Condulet with Vaportight Switch and Plug Receptacle
Type VDB Vaportight Lighting Condulet 300 – 500 Watt
Type FCP Three Gang Vaportight Panel Mounting Condulet with Pilot Lights and Switch
Type VGR Vaportight Lighting Fixture for CRF Series Condulets
Type GS Vaportight Lighting Fixture for GS Series Condulets
Type VG Vaportight Lighting Condulet
Type GS Vaportight Lighting Fixture for GS Series Condulets
Type FSC Two Gang Vaportight Combination Push Button Station and Pilot Light Condulet
Type V Vaportight Lighting Condulet for Mounting on Machines
Type V Vaportight Heavy Duty Lighting Condulet with Shatterproof Glass
Type VDA Vaportight Tank or Vat Light Condulet
Type ARC Vaportight Lighting Fixture for Obround Condulets.
Type VC Vaportight Lighting Condulet
Type VDA Vaportight Lighting Condulet with Dome Reflector 100 – 200 Watt
Type VDA Vaportight Lighting Condulet
Type VHA Vaportight Lighting Condulet with Flush Hubs
Type VR Vaportight Lighting Condulet for Mounting on a Hand Rail
Type VXJ Vaportight Lighting Condulet for Extensions from Concealed Conduit
Type VS Vaportight Hand Lamp with Rubber Handle
Type V Vaportight Lighting Condulet with Dome Reflector 100 – 200 Watt
Type RCD-E Vaportight Lighting Fixture for Wall Mounting
Type VFC Vaportight Gauge Lighting Condulet
Type WV Vaportight Lighting Condulet with Fresnel Lens
Type VJ Vaportight Lighting Condulet
Type VLG Vaportight Gauge Lighting Condulet Fluorescent
Type VDA Vaportight Lighting Condulet with Angle Reflector 100 – 200 Watt
Type YSW Vaportight Circuit Breaker Condulet
Type DVSP Dust-Tight and Vaportight Panelboard
Type DVSP Dust-Tight and Vaportight Panelboard
Type DLP Dust-Tight and Vaportight Panelboard

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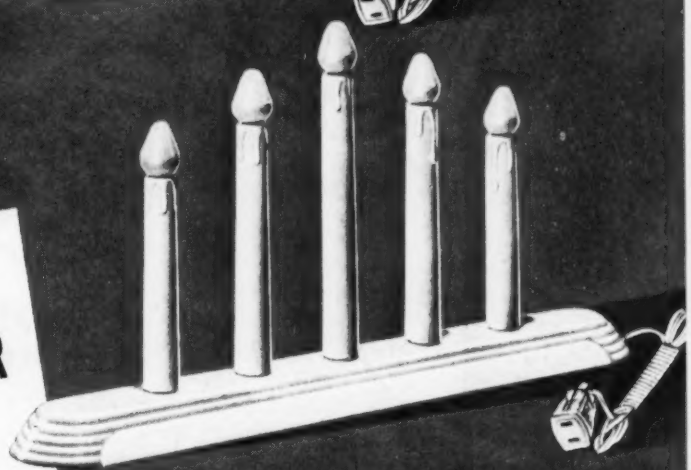
NEW DELUXE Royalite CANDLES

All plastic... A REVOLUTIONARY and MORE BEAUTIFUL RENDERING OF THE TRADITIONAL CHRISTMAS CANDLES

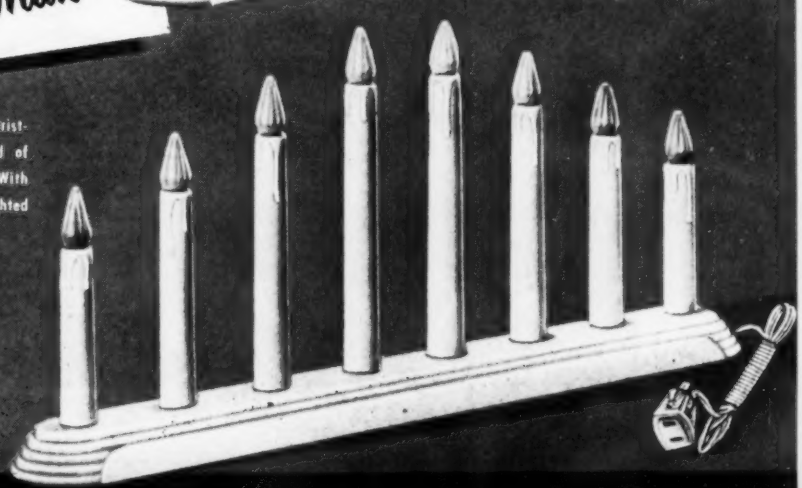
New BIGGER, BETTER Santa

One of the new Royal "Jolly Christmas Characters" . . . molded of lustrous plastic, 7¼" high. With Bubbling Lamp, or inside lighted with tree in hand.



New BIGGER, BETTER Snow Man

Another of Royal's "Jolly Christmas Characters" . . . molded of lustrous plastic, 7¼" high. With Bubbling Lamp, or inside lighted with tree in hand.



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ELECTRICAL BOXES and FITTINGS

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HERE'S THE FIXTURE YOUR INDUSTRIAL CUSTOMERS NEED FOR THE NEW 8-FOOT INSTANT-START LAMPS!

THE SYLVANIA HFFS-296

This new fixture uses an 8-foot channel-like chassis equipped with two 4-foot reflectors for ease of maintenance and installation, and two 75-watt T-12 single-pin lamps. These lamps deliver more lumens per foot than previous Slimline Lamps—yet their surface brightness is 22% lower.

In addition, these lamps provide a 20% increase in maintained lumens over the life of the lamp.

EASY TO MAINTAIN—Turned-down reflector edges remain dust-free! Latches allow removal of reflectors without use of tools. Turret lampholders grip the single-pin lamps firmly and safely. No starters needed, since lamps are instant-start.

EASY TO INSTALL—Knockouts in top and ends allow for rigid conduit suspension, entrance wiring and continuous-row wiring, permitting complete flexibility in installation.

UNBROKEN LINES OF LIGHT—When fixtures are mounted in continuous rows, opening between reflector ends is only ¼ inch! Even this small opening can be closed with accessory Reflector Aligner UA-4001. You get long unbroken sweeps of high quality light!

HIGH REFLECTION FACTOR—Reflectors finished with famous durable Sylvania Miracoat with a minimum reflection factor of 86%. Easily cleaned with mild detergent and water!

"Weatherized" of course!

Like other Sylvania Industrial Fixtures, the HFFS-296 receives a special "weatherizing" treatment to retard rusting pitting or crazing of finished surfaces—under high humidity conditions.

...and here's the HFFS-248 4 Ft. companion to the HFFS-296!

The HFFS-248 is a 4-foot fixture, especially designed to finish out a row of HFFS-296 fixtures where space does not permit use of the longer unit. The HFFS-248 is supplied with one reflector and two 40-watt, single-pin, instant-start lamps.

These two new fixtures mean new business for you—get the facts today!

SYLVANIA ELECTRIC

MAIL THE COUPON FOR FULL INFORMATION!

Sylvania Electric Products Inc.
Advertising Dept. L-6410
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Gentlemen:
Please send me complete details on the HFFS-296 and HFFS-248 Industrial Fixtures.

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FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING;
LIGHT BULBS; PHOTOLAMPS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

28,000,000 "SALESMEN"

Helping you sell wire and cable with Alcoa E.C.* Aluminum conductor.

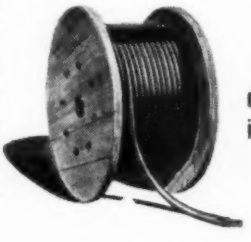
This hard hitting campaign in The Saturday Evening Post is showing your prospects how aluminum wire and cable mean *more* current per dollar.

In addition, business paper advertising is supporting your sales efforts in the architectural, contracting and industrial fields—all prime sources of big volume orders. Aggressive sales work by leading wire manufacturers throws customers your way.

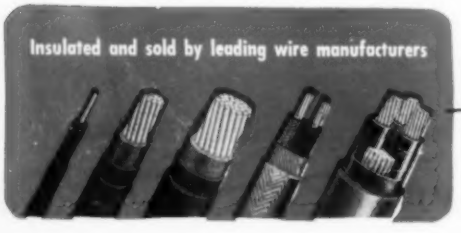
Aluminum is here to stay as a conductor metal—and gaining more acceptance every day, as buyers learn they save big money when they *figure it in aluminum*. Don't let the business pass you by!

Alcoa makes light, strong, conductive E.C. Aluminum; leading wire manufacturers draw, strand and insulate it, and sell it under their own trade-marks. They have it in sizes and needed types of insulation approved by Underwriters' Laboratories. Ask your supplier about it, or write ALUMINUM COMPANY OF AMERICA, 1442K Gulf Building, Pittsburgh 19, Pennsylvania.

*E.C.: *Electrical Conductor* Aluminum



The BIG difference is in your COSTS!



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Light... is right

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Length	14½"
Height	2⅜"
Width	3⅜"
Mounting Holes	13-11/16"
Weight	13½ lbs.

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THE NEW BALLAST 425 m.a. (for 2 96" T12 lamps)

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in the manufacture of ballasts for improved fixture design
. . . maintaining our precedent for
QUIET OPERATION and HIGH EFFICIENCY
ALL TYPES OF BALLASTS FOR ALL VOLTAGES and CYCLES

ORDER NOW —
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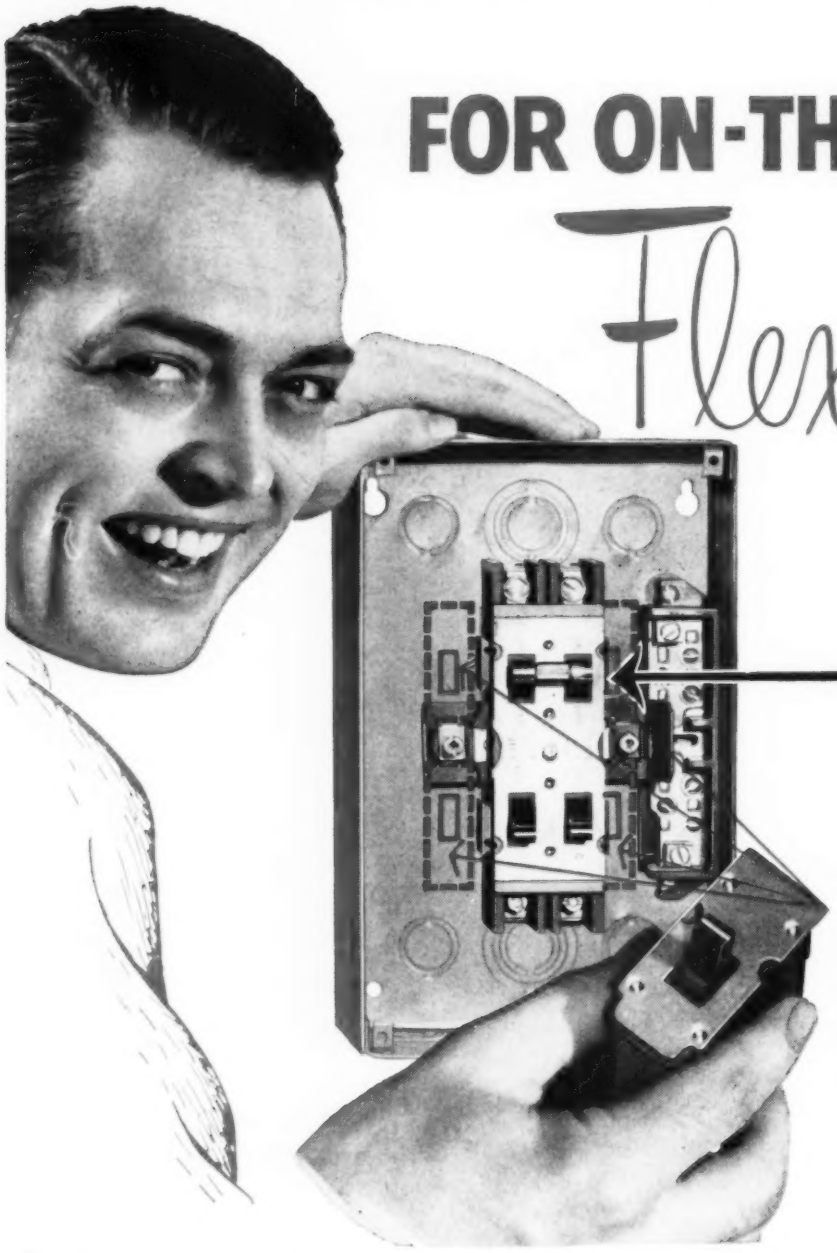
The Cutler-Hammer MB-4 Multi-Breaker



FOR ON-THE-JOB *Flexibility*

This is the
FUNDAMENTAL UNIT

The Cutler-Hammer MB-4 Multi-Breaker is fundamentally a standard 4-pole Multi-Breaker in an enclosing case. However, provisions have been made both in construction and space for additional single pole Multi-Breakers.

These are the units
ADDED ON THE JOB

The additional single-pole Multi-Breaker units can be added at any time . . . before, or at the time of installation or later, so as to make up the exact Multi-Breaker required by the job. Each additional unit slips into place and is secured by a screw.

The Cutler-Hammer Type MB-4 Multi-Breaker marks another big step ahead in modern electrical circuit protection. It is BIG news for contractors; equally BIG news for the wholesalers who supply them.

Now the contractor can make up just the Multi-Breaker he needs for each job. To the fundamental unit he simply adds from one to four add-on units as the number of circuits and their capacities dictate. Further, any of the add-on units can be changed on the job AFTER the complete Multi-Breaker is installed if the circuit requirements change; just a simple change, not a major operation. No delay. No trouble.

With the C-H Type MB-4 Multi-Breaker, the wholesaler can offer maximum service with minimum stocks, minimum investment, minimum inventory. He can furnish *exactly* the Multi-Breaker needed for *each* job without maintaining a large and complex assortment of complete Multi-Breakers incorporating the many combinations of breakers possible.

The Cutler-Hammer MB-4 provides Thermal-Magnetic trip for lag on harmless overloads but *instant* trip on short circuits. *Electronically* calibrated like all Cutler-Hammer Multi-Breakers for dependable performance. 70 ampere mains for small homes. 100 ampere mains for large homes. Breakers from 15 to 50 amperes. Underwriters' approved. Available in flush or surface mounting. CUTLER-HAMMER, Inc., 1327 St. Paul Ave., Milwaukee 1, Wis.

CUTLER-HAMMER
MULTI-BREAKER
C-H

MUDDLING in High Places

It is time for men in Washington and London to stop toying with the problem of international trade. We of the democratic West are at a turning point in our economic affairs. A false step by either the United States or Britain could lead quickly to disintegration of trading between the people of the world as we have known it for the past hundred years. Recent meetings of diplomats in London and Washington have not lifted us out of this danger.

By two simple tests you and I can measure the sincerity of the men in Washington and in London who are trying to solve what they call "the dollar crisis."

One test applies to the British: Is Britain making an honest effort to re-establish itself as a real competitor in world markets?

The other test applies to us in the United States: Are we willing to see Britain re-emerge as a strong competitor in world markets—even in our own home market—and to help her do so?

Today, even though both countries have faced the devaluation test, the answer to these questions probably is no.

I

The situation we face is, in fact, unprecedented. In every important industrial country of the non-Communist world, except Germany and Japan, production is above prewar volume, thanks largely to the Marshall Plan. Yet trade between nations is shackled as it has never been since the 18th century. And the shackles grow day by day. What is worse, two distinct trading areas—the dollar area and the sterling area—have grown up in the non-Communist world, and the gulf between them grows wider.

What kind of leadership have the United States and Britain had in the face of this crisis? President Truman late in August wisely checked the trans-Atlantic bickering over the dollar crisis. *But Mr. Truman showed no awareness of the basic question that the American people must soon decide: Is the United States able and willing to generate trade between nations, as Britain did in the 19th century?*

What have British leaders offered us? Foreign Secretary Bevin and Chancellor Cripps called their September visit to Washington "one of the most important missions in history." *But they did not tell the British people, and perhaps do not admit themselves, that their Labor government must change its internal and external policies if Britain is ever to earn its living in a competitive world.*

Admittedly, the problem Britain has faced since 1945 is a colossal one. But, in the face of its grave difficulties, what has Britain done? The working day was shortened. Welfare economics have run riot. High taxes have sapped incentives. Labor and capital have clung to their prewar psychology of cartels and featherbedding. Government controls and government trading have hamstrung private initiative. Nationalization schemes have injected politics into the struggle for industrial recovery.

Thus the policies of the Labor government have made Britain's adjustment to its new position in the world immensely more difficult. But Americans who attribute the danger of an international breakdown to British socialism greatly oversimplify the problem. Virtually every country in the world, socialist or not, faces the same dollar crisis that Britain faces.

continued on next page

NOW-slash your investment!

Federal Noark QL Panelettes meet thousands of requirements

YOUR CIRCUIT BREAKER PANEL stock requirements are cut way down with the new Noark QL Panelettes. These enclosures are adaptable to almost any specification in a few seconds . . . by snapping in Federal-built Quicklags of the required amperages. Quicklags are rugged, factory-sealed units with fully dependable action . . . high speed magnetic trip instantly clears heavy overloads . . . thermal trip holds harmless, momentary current surges, yet trips on sustained small overloads.

2, 4, 8, 16, or 20-breaker capacity Panelettes can be quickly made up in any practical combination of 15, 20, 30, 40 and 50 ampere Federal Quicklag units. Double pole operation is readily obtained by adding handle extensions. Covers are available for either flush or surface mounting.

Be wise . . . invest in a stock of Quicklags and Panelette enclosures for *greater return on your money.* You'll save warehousing, and shelving space . . . cash in on high turnover! Write today for descriptive booklet. Federal Electric Products Co., 50 Paris St., Newark 3, N. J.

Federal NOARK

FEDERAL NOARK

QL PANELETTES

Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales offices in principal cities.

We Americans must recognize that our economic strength unbalances world trade as does Britain's weakness. World War II increased America's superior power to produce goods. It also made the United States more self-sufficient. Thus, while the world demand for American goods has risen, our demand for foreign goods, except for basic raw materials, has not increased. Today we sell more to every major area of the world than we buy from it—and yet we wonder why there is a dollar crisis.

It is time for us to recognize that there are two fundamentally conflicting pressures at work in the United States. One is our desire for a big surplus of exports over imports. The other is our desire for a system of free-wheeling trade around the world. We can not have both unless we as taxpayers wish to subsidize our exports. Which do we want?

Curtis E. Calder, chairman of the International Relations Committee of the National Association of Manufacturers, says, "The battle of the foreign trade gap is essentially that of reconciling our urge to export our surpluses with a reluctance to accept imports in payment for them . . . The dilemma is an uncomfortable one to face."

II

Here, then, are the basic questions that confront men in Washington and London. Does Britain really want expanding world trade or a high-cost welfare state? Does the United States really want expanding world trade or a huge surplus of exports? So far politicians in Washington and especially in London have ducked these issues because they are political dynamite.

If the people of Britain decide they want to regain their position as a competitive trader in expanding world markets, here are specific objectives that men in London should set for themselves:

1. Lower government costs. The British Treasury has asked for cuts of 5% in 1950. But a cut nearer 15% will be necessary, even if that means fewer government subsidies and health services. Enterprise will never revive nor costs come down while taxes take 40% of the British national income, including roughly 60% of business profits.

2. Fewer government controls. Only by removing controls and allocations (except on a few necessities) can Britain begin to return to prices fixed by competition rather than by government fiat.

3. Stronger anti-monopoly legislation for both business and labor. Britain needs a concerted drive against all forms of restrictive, high-cost practices. This drive should put teeth in the anti-monopoly act and supplement it with legislation to end restrictions imposed by trade unions.

4. Less restrictive trading practices. Britain should retreat gradually from its international barter between governments if competition is ever to have free play in international trade.

Meanwhile, if we of the United States sincerely want multilateral world trade, men in Washington must face up to four problems and hammer out workable solutions:

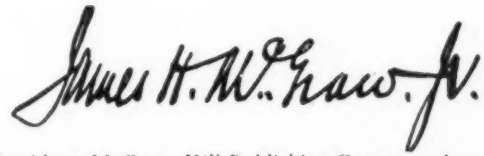
1. Use of the International Monetary Fund to back a devalued pound. In time the Fund, in which we have the controlling voice, might be used to promote convertibility of pounds into dollars.

2. Help for Britain in meeting war-created external debts. This might mean support for London in getting a reduction of the war debts Britain owes India, Pakistan and Egypt, for example. To achieve such a debt reduction for Britain we might have to underwrite a part of a Southeast Asia recovery program.

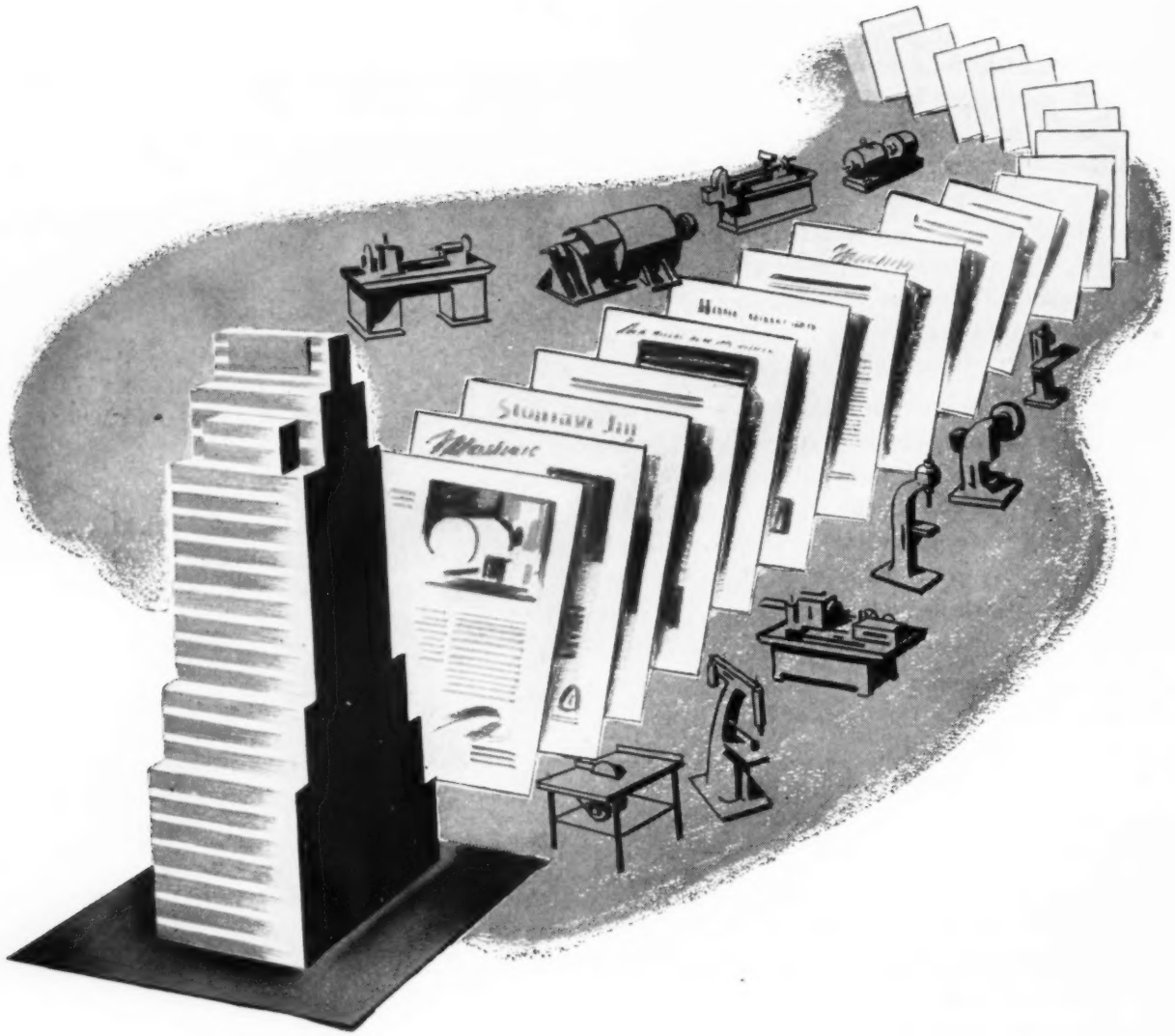
3. Encouragement of American investments abroad. Such investments should be directed primarily into enterprises which will earn dollars, such as the development of new sources of raw materials, or which will raise productivity abroad.

4. Our own tariff barriers. Our attitude toward this critical issue will be the acid test of how deeply we believe in the merits of free world competition.

If we really want free, competitive trading between the people of the world, these issues must be met and resolved by leaders on both sides of the Atlantic. If we do not want to face these issues, then let us resign ourselves to a world walled off into three trading areas: the Communist bloc, the sterling area, and the dollar area. So far, Washington and London have muddled along, except in facing the devaluation problem. Clarity and courage are still needed.



President, McGraw-Hill Publishing Company, Inc.



The Parade that has no End

As you go through the pages of this magazine . . . or of any other McGraw-Hill publication . . . a colorful parade of advertising pages unfolds before your eyes.

If you are like thousands of other readers of these magazines, you'll become an avid spectator of this interesting educational show. You'll take in the *whole* of this passing parade.

Why? Because this parade is a non-stop exhibition of all that's new in industry—new developments in products and services, new ways for the buyer to make use of these products, news which can often mean the difference between profit and loss to you.

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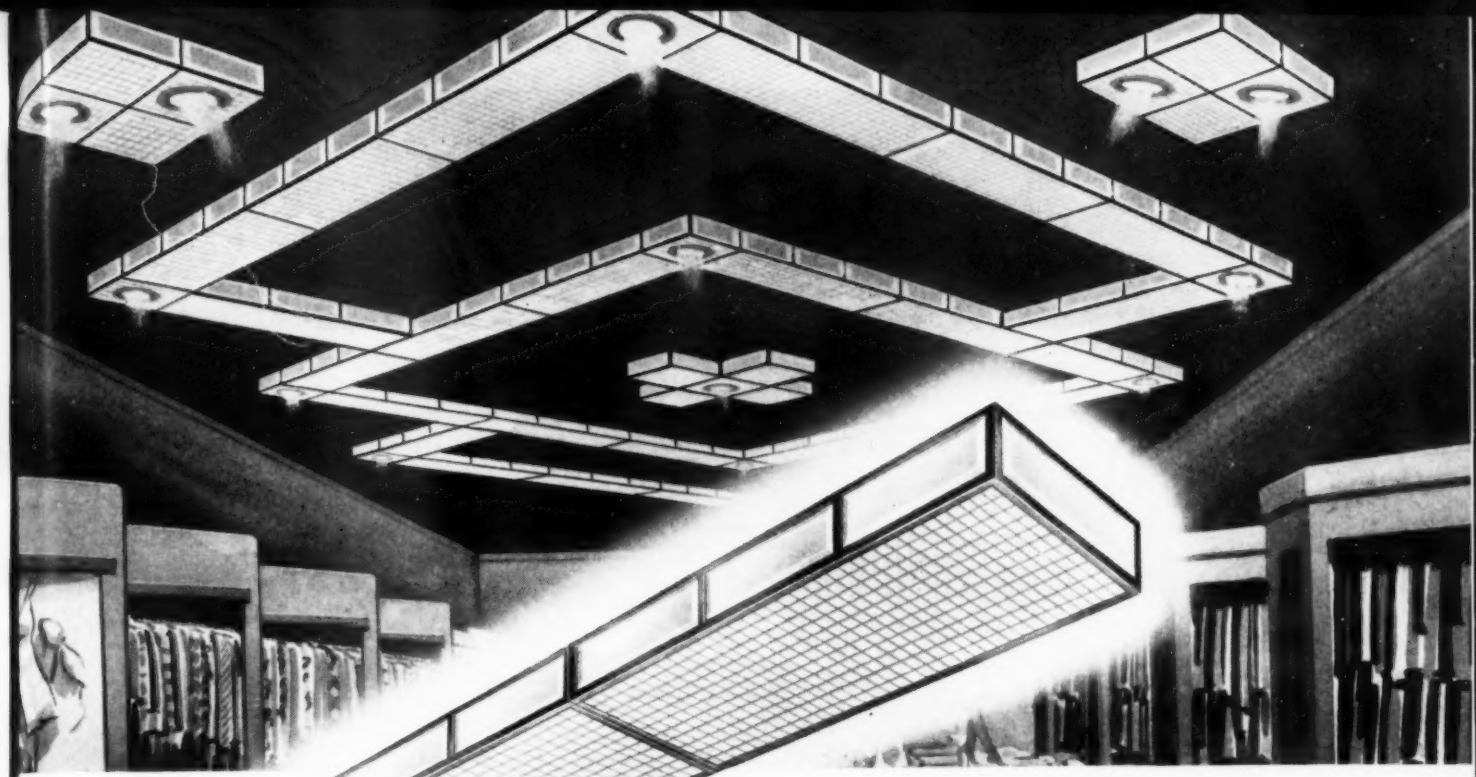

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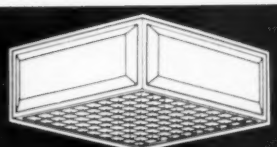
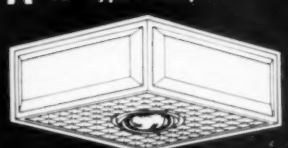
It's amazing! See what these 4 simple, low-cost "building blocks of light" accomplish *for the first time!* Custom-fitting MITCHELL MODULE makes possible unlimited 90° lighting patterns, fits any ceiling regardless of shape or size, mixes all light sources in one harmonious system, provides equal low brightness throughout. MODULE *really* puts the light where it's needed—is recognized and acclaimed by leading authorities as truly *superior* lighting. There's never been anything like it before. For full details, write today.

Only MITCHELL makes MODULE

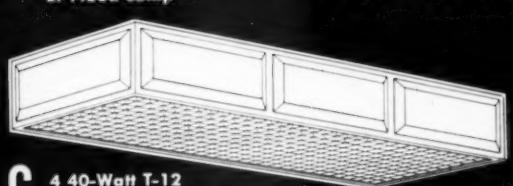


A 4 14-Watt T-12
15" Type F Lamps

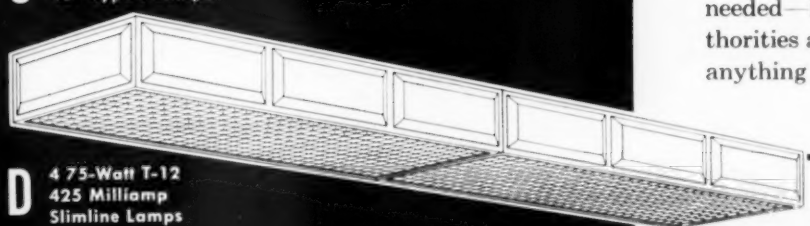


B 1 32-Watt 12" Circline Lamp, & 1 PAR Spot or Flood Lamp

these 4 modules are the "building blocks" of the Mitchell Module Lighting System



C 4 40-Watt T-12
48" Type F Lamps



D 4 75-Watt T-12
425 Milliamp
Slimline Lamps

Write today for the free 20-page MODULE brochure which gives every detail of this revolutionary new lighting development. Use coupon at right.

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Send full details on MITCHELL MODULE.

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Attention: _____

EXPLOSION-PROOF PYLETS

... for Hazardous Locations

EXPLOSION-PROOF SWITCH PYLETS

1. *TUMBLER SWITCHES with push-pull Rod* to control motors or lighting circuits in hazardous locations. 1 and 2 gang, 1, 2 and 3-pole, 10 to 30 ampere, also 3 way and 4 way, 10 and 20 ampere types.

2. *TUMBLER SWITCHES with interlocking Plug* Receptacle for use as service outlets for portable electrical equipment in hazardous locations. Plugs cannot be inserted or withdrawn unless switch is open. Switch cannot be closed unless plug is fully inserted. 2 and 3-pole, 20 and 30 ampere, 250 and 460 volt ratings.

3. EXPLOSION-PROOF SECONDARY CIRCUIT BREAKER PYLETS for protection of motors against overloads and stalled rotor currents. Can also be used for "on" and "off" switch. Single and double pole with a selection of interchangeable heater units for protecting fractional horsepower motors.

4. EXPLOSION-PROOF UNIVERSAL JUNCTION PYLETS—6, 7 and 10 hub types with close-up plugs. For easy replacement of sheet metal knockout boxes in the rewiring of old gasoline pump installations.

5. EXPLOSION-PROOF JUNCTION PYLETS available in a wide selection of styles and sizes with threaded or union type hub. Furnished with plain covers for general use or with covers tapped for conduit to support lighting fixtures. Also furnished with pipe plug angle type cover for filling with sealing cement.

6. PYLE-O-FLEX flexible explosion-proof and watertight fittings for adjustable and vibrative connections to motors, floodlights and pendant type lighting fixtures. Furnished in any combination of male and female threaded or female union type end connections with flexible lengths of 4 to 36 inches, conduit sizes ½" to 2" inclusive.

7. EXPLOSION-PROOF SEALING PYLETS have removable pipe plug covers which can be mounted in any one of four positions for filling with cement. Used to isolate the wiring compartments of arc-producing devices from balance of conduit system.

EXPLOSION-PROOF UNIONS, male and female, straight and 90° elbow types.

A line of the most commonly used types of conduit fittings for hazardous locations as defined in Article 500 of The National Electrical Code. Explosion-proof Pylets are designed in accordance with Underwriters' Laboratories requirements and are classified in their list of inspected electrical appliances. Their substantial construction and the high quality of materials and workmanship insure safety, uninterrupted service and long life. Consult your Pylet Catalog 1100 for complete listings of the above and other Explosion-Proof and Dust-Tight Pylets.

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SINCE 1897

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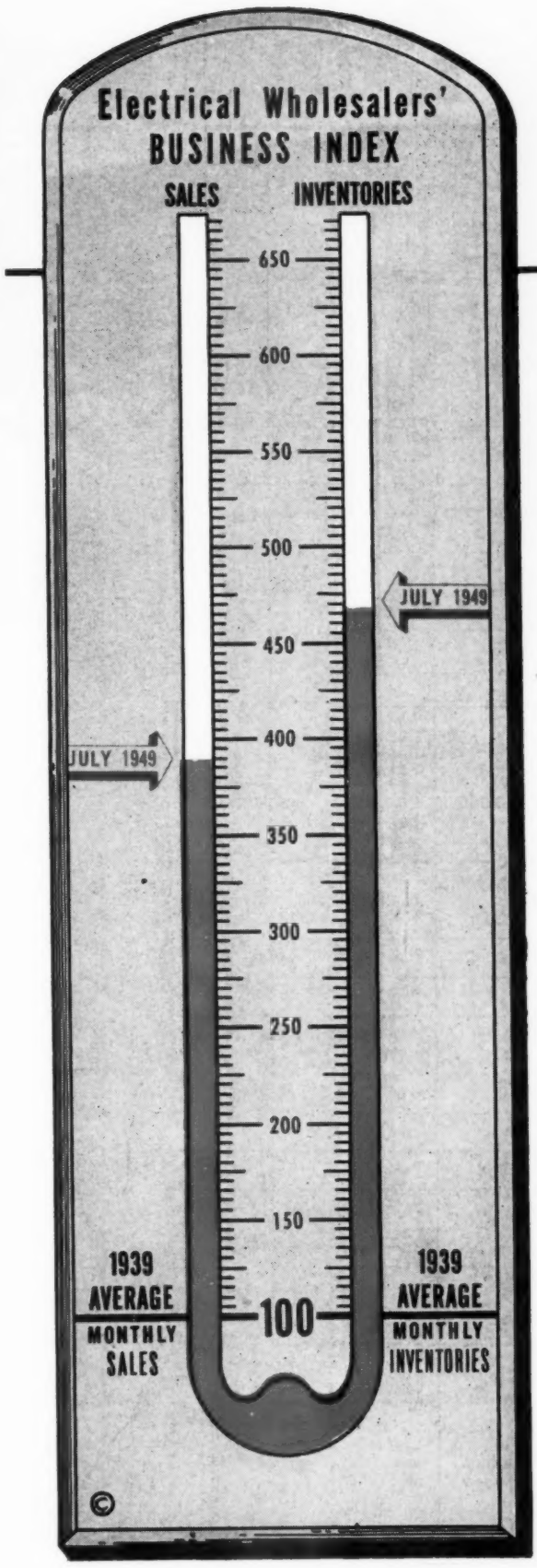


Business Index

For the Month of July 1949

SALES For July, electrical goods wholesalers, all classes combined, reported a decline in sales volume of 7 percent from the previous month and 12 percent from the month of July 1948.

Considered by class of house, the July sales of full-line wholesalers dropped 11 percent below the like period a year ago, wiring supplies and construction materials distributors were off 24 percent and appliances-specialties wholesalers were off 8 percent.

Similarly all classes of houses reported decreases below the previous month with full-line wholesalers down 7 percent, wiring supplies and construction materials off 6 percent and appliances-specialties distributors off 10 percent.

Cumulative sales for all classes of houses and for the first seven months of the year were 6 percent below the same period in 1948.

Total sales of all electrical goods wholesalers were estimated at $313 million for the month, $26 million below the previous month and $26 million below July 1948.

INVENTORIES Once again inventories continued the downward trend started in April of this year. At the end of July (and at cost) all classes of houses combined reported a drop of 10 percent from June. Full-line wholesalers indicated a decrease of 11 percent, wiring supplies and construction materials distributors down 4 percent and appliances-specialties distributors off 8 percent.

Compared with the same month one year ago, the entire group was down 3 percent, with full-line houses reporting a decrease of 3 percent, wiring supplies and construction materials down 5 percent and appliances-specialties houses off 2 percent.

At the current rate of sales, electrical goods wholesalers reported sufficient stock on hand for 54 days, approximately the same as shown at the end of June and comparing with 49 days in July 1948.

SOURCE The figures we use as basis for these monthly comparisons of performance in the electrical wholesaling field are collected and compiled by the Bureau of the Census of the U. S. Dept. of Commerce.

Be specific – Don't just

Use this table

TYPICAL TEST RESULTS ON RUBBER COMPOUNDS

The tabulation below lists representative values that have been obtained in actual tests of these rubber compounds.

PROPERTIES AND TESTS		REPRESENTATIVE TEST VALUES FOR VARIOUS COMPOUNDS						
		AMARINE —40	AMERZONE —0	AMERZONE —B	AMARINE —RWS	AMERITE	AMPEROX	AMERPRENE
BASIC TYPE OF INSULATION		Natural Rubber	Oil-base	Butyl Rubber	Synthetic Rubber	Commercial 30%	Heat-Resistant	Polychlor-oprene
MAX. REC. COPPER TEMP.		60°C	75°C	80°C	75°C	60°C	75°C	80°C
ELECTRICAL CHARACTERISTICS	Dielectric Constant (Spec. Ind. Cap.)	4.0	4.0	4.0	4.5	4.5	4.5	....
	Ins. Res. (K)	50,000	7,500	40,000	30,000	30,000	20,000	100
	Dielec. strength in volts per mil	450	350	300	400	400	350	200
PHYSICAL PROPERTIES	Tensile Strength in lbs. per sq. in.	2000	600	700	950	1000 Synth. 1500 Nat.	1000 Synth. 1800 Nat.	2000
	Elongation in 2"	450%	300%	400%	450%	500%	500%	500%
	Permanent set	¼"	½"	⅜"	⅜"	¼"	¼"	¼"
ACCELERATED AGING	Type of test	Geer Oven	Geer Oven	Geer Oven	Oxygen Bomb	Geer Oven	Oxygen Bomb	Geer Oven
	Temperature	70°C	80°C	100°C	80°C	70°C	80°C	80°C
	Hours	288	168	672	168	504	336	168
	% Original Tensile Strength	70%	80%	80%	80%	85%	80%	90%
MOISTURE RESISTANCE	Gain in wt. after 7 days immersion at 70°C (Mg. per sq. in.)	25	....	20 or less	15 or less	35	35	30-60
	Capacity increase after 4 weeks immersion at room temperature	15%	15%	15%	10%	15%	15%	....
	Stability Factor 40-80 volts per mil 2 weeks at 50°C	.5%	1.5%	1.0%	.8%	2.0%	3.5%	....
SPECIAL PROPERTIES		High Voltage and Submarine use	Meets IPCEA ozone test	Withstands .03 conc. 10 hours	For hot and moist locations	General purpose rubber insulation	General purpose rubber insulation	Resistant to oil, flame and ozone

As the test data vary considerably with different sizes of conductor and thicknesses of insulation, these identical results can not be guaranteed throughout the whole range of sizes and voltage ratings. Some specific constructions will test higher and others will test lower than the listed values. However, the above table indicates in general what may be expected of these compounds.

AMERICAN STEEL & WIRE COMPANY

say Rubber

for detailed specifications

THE buyer of rubber-insulated cable today is faced with the dilemma of choosing between natural rubber, synthetic rubber, and a dozen different compounds of each.

The American Steel and Wire Company has always advocated the use of special rubber compounds to meet special requirements. To help you choose the right rubber compound, we recommend that you—

Specify	*For*
AMARINE-40	High voltage service under ground or under water, for all submarine power cables and for general use above 7500 volts.
AMERZONE	Ozone-resistance. Amerzone-0 is an excellent oil-base compound. Amerzone-B is a butyl rubber compound that is highly resistant to heat and moisture as well as to ozone.
AMARINE-RWS	Hot or damp locations. This is a compound notable for having low water absorption combined with excellent heat resistance.
AMERITE	General use up to 7500 volts. A compound of the performance type recommended for use where copper temperatures will not exceed 60°C (140°F).
AMPEROX	General use up to 7500 volts where a heat-resistant compound is required for operation at copper temperatures up to 75°C (167°F).
AMERPRENE	Flexible jackets. Owing to its high content of Neoprene, this compound is resistant to oil, flame and sunlight.

AMERICAN STEEL & WIRE COMPANY, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA STEEL COMPANY, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM, SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

The accompanying illustration shows one of our standard constructions with Amerite Performance Grade around conductors; conducting rubber tape for non-metalic shielding when rated over 2000 volts. The cover is of Amerprene, a tough, hard-wearing compound, containing a high percentage of Neoprene. These compounds can be combined in cable constructions to fit the requirements of industrial, mining, and submarine installations.

USS

AMERCLAD CABLES

UNITED STATES STEEL

Electrical Wholesaling BUSINESS INDEX

REGIONAL ANALYSIS

REGIONALLY and with all classes of houses combined decreases were reported in all areas with the exception of the East South Central, where gains were noted both over the previous month and the corresponding period one year ago.

Decreases in sales volume over the previous month ranged from a high of 16 percent reported by the New England area down to 1 percent in the South Atlantic area. Compared with July 1948, decreases were highest in the Pacific region with 19 percent reported.

Inventory figures for July 1949 compared to the same month a year ago conformed closely to the national figure (down 3 percent) with the exception of the Middle Atlantic and West South Central regions, which were up 2 and 3 percent respectively.

JULY, 1949

Figures in this table apply to the geographic divisions as outlined and numbered in white on map above.

SALES July 1949 Compared in % with		Trading Region (See Map)	INVENTORIES July 1949 Compared in % with	
June 1949	July 1948		June 1949	July 1948
—16	—17	1	— 9	— 6
—14	—15	2	—10	+ 2
— 5	—15	3	— 9	— 1
— 5	— 8	4	—13	—10
— 1	— 7	5	—13	— 3
+ 2	+15	6	— 7	— 4
— 6	— 1	7	—13	+ 3
— 3	—17	8	— 8	— 4
—12	—19	9	— 9	— 6

STATES COMPRISING GEOGRAPHIC DIVISIONS: REGION 1—Maine, N. Hamp., Vt., Mass., R. I., Conn.; REGION 2—N. Y., N. J., Penn.; REGION 3—Ohio, Ind., Ill., Mich., Wis.; REGION 4—Minn., Iowa, Mo., N. Dak., S. Dak., Nebr., Kans.; REGION 5—Del., Md., D. of C., Va., W. Va., N. C., S. C., Ga., Fla.; REGION 6—Ky., Tenn., Ala., Miss.; REGION 7—Ark., La., Okla., Tex.; REGION 8—Mont., Idaho, Wyo., Colo., N. Mex., Ariz., Utah, Nev.; REGION 9—Wash., Ore., Calif.

INSTALL CONDUIT FOR KEEPS

with APPLETON "STA-TITE" Pipe Hangers

Type "PHS" for use with single conduit.

Firmly, Permanently Grip Both Rigid and Thin Wall Conduit!

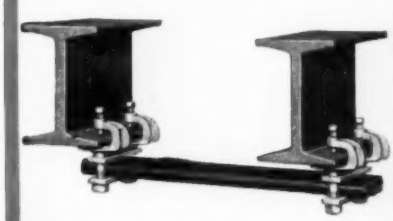
Recommend and sell Appleton "Sta-Tite" Pipe Hangers for ruggedly dependable performance under the most severe service conditions.

Easy installation of these sturdy pipe hangers is assured by clean threading, smooth finish, expert over-all design.

Made of tough Malleable Iron in Appleton's own foundries and fabricating plants, "Sta-Tite" Pipe Hangers speed and simplify complex jobs. They are adjustable to permit the running of conduit parallel to the beam, at right angles or at any angle in between.

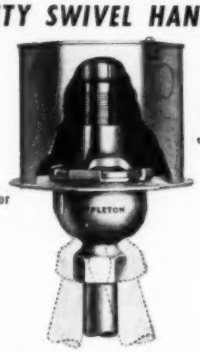
Whatever the wiring requirement, you'll find the fitting that exactly suits the purpose in the 15,000-item Appleton Line. For faster completion of better jobs, sell Appleton—STANDARD FOR BETTER WIRING.

Type "PHD" with two conduits parallel with structural shape.



Type "PH" with strips for suspending groups of pipe from structural shapes.

APPLETON SAFETY SWIVEL HANGERS



TYPE "SSH"

Patent Applied For

Designed to assure adequate support for heavy duty lighting fixtures used in industrial installations. Entire weight of suspended unit is carried by a *fixture stud*, greatly increasing load capacity of hanger unit.

WRITE FOR COMPLETE CATALOG INFORMATION

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Month after month, advertisements like these are telling a story for you. Reaching your customers in the magazines they read, these advertisements are keeping them informed on General Electric progress — keeping them sold on General Electric wires and cables.

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GENERAL ELECTRIC

TIMES and TRENDS

Better Selling Builds Bigger Profits Through Lower Costs

Yes, we know that at first glance that slogan reads like a brain twister, but when properly analyzed, it is—like all paradoxical statements—nothing but the truth.

Equally true is that in the electrical wholesaling industry, more so than in many other business establishments, "nothing can happen until something is sold." Thus the selling function may be quite properly considered as the prime mover or the basic power plant which sets and must keep all the wheels of the wholesaler's operation in motion.

In doing so the quality and thoroughness of a wholesaler's selling staff can quite properly have a direct influence on the economy and smoothness with which each operational department performs its particular part in the process of getting the things that were sold to the buyers in a satisfactory manner and "as specified."

It has been our observation that salesmen broadly speaking fall into two classes.

There are the crack salesmen who do a complete selling job and do whatever is necessary to "keep their customers sold" on both themselves and their "house."

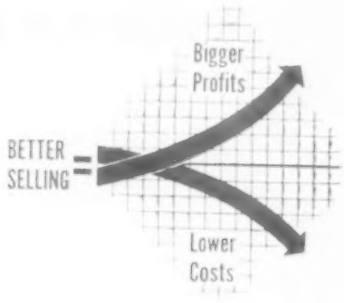
They know the goods they sell, how they work, where they should be used and why. They know local code requirements and the sales features of leading products and they push the quality lines instead of price. They keep themselves informed of inventory conditions. They work with every inside staff member on a friendly basis and never get in anybody's hair.

They have their orders written plainly and clearly. They show quantities, catalog numbers and descriptions in proper form. Also, you can bet your last dollar that the prices and discounts shown on any order they turn in are in accordance with the most recent price sheets issued by their firm. Shipping directions and any special instructions are shown clearly and concisely and they make no promises unless they know that the house can make good.

The net results of all these obviously helpful little details are that the orders brought in by such a salesman go through the different departments like greased lightning. If there should be a hitch somewheres along the line, whoever catches it will go to extremes to get it straightened out so that the customer will get what he wants when he wants it.

Everybody in the place will work with such a salesman and see that he and his customers get top-flight attention because everybody knows that by doing so they are helping a hard hitting, straight shooting fellow worker get more business.

When the boss gets to figuring out sales costs, he finds that such a man is bringing in more business at less percentage cost than most of the rest of the gang, and, what is more important, that his business can be handled at the minimum of cost and with the least friction. In other words: That's the kind of selling that builds bigger profits at lower cost.

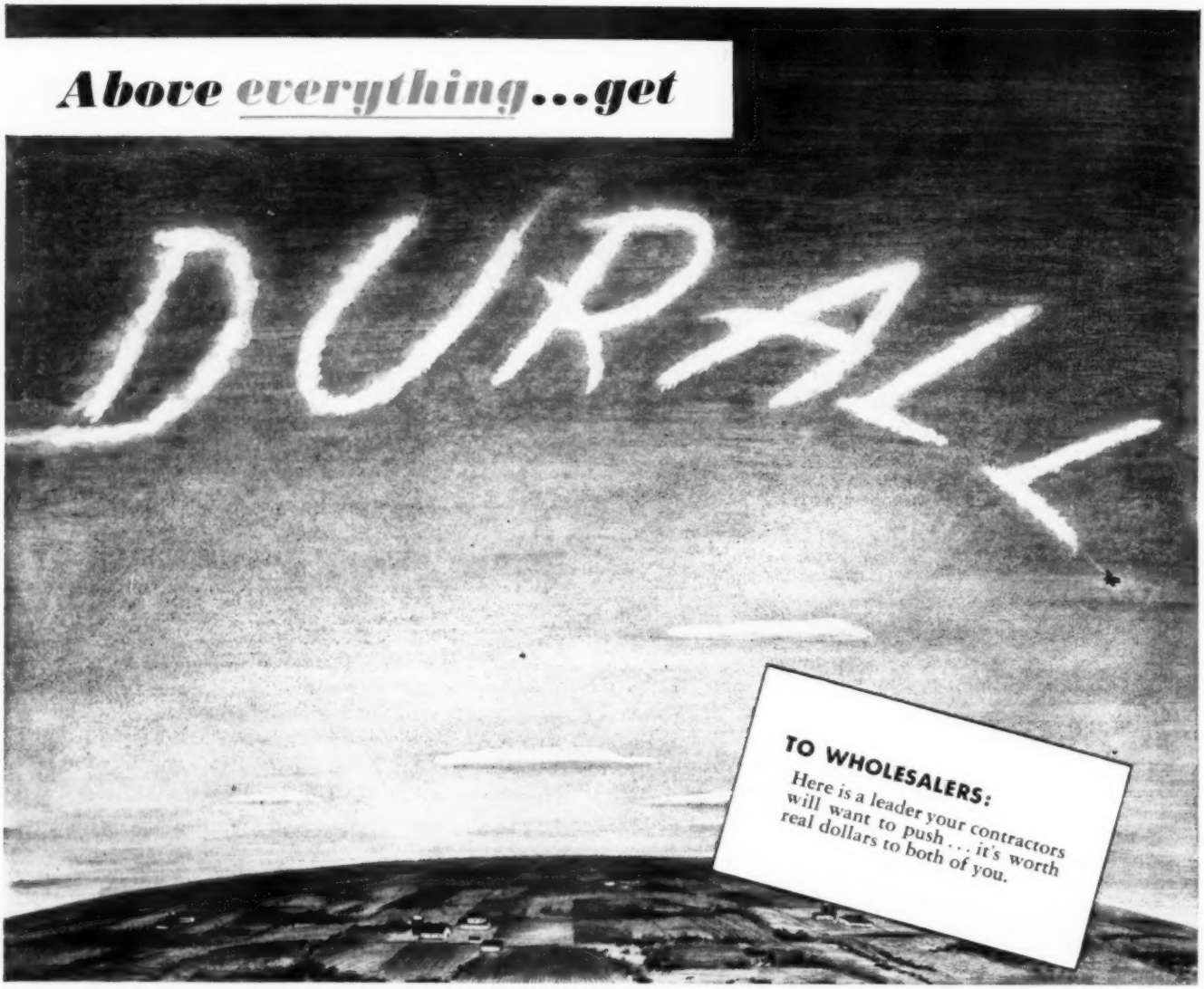


From such top-notch salesmen, going down the scale there are all sorts of variations until you catch up with the Sloppy Joes who all too often lose more money for the house than they make, only this fact is seldom apparent.

Sure, they too bring in some good business but by the time their orders are filled and the money due finally collected, many of their transactions were unquestionably "good" for the customer but bad for the boss.

Those Sloppy Joes write up some of their orders so carelessly that some inside man has to edit them with much care and loss of time so as to avoid costly errors. When not so edited there follows a trail of wrong types

Above everything...get



...THE WORRY-PROOF BARN WIRE

Anaconda Durall Cable, the new Underwriters approved, completely reliable barn wire, sets a new altitude record for quality combined with rugged down-to-earth, long-lived economy. All the freedom-from-worry that goes with it is the biggest bonus any farmer could want.

Durall is a non-metallic-sheathed wire with a rubber-like insulation of Neoprene and a heavy protective jacket of the same tough, flame-resistant material . . . with no fibrous coverings to rot or fray.

Durall is strong electrically and physically. Both insulation and jacket are highly resistant to moisture, mold, rot and animal wastes. Durall will not support flame, is proof against most acids, alkalis and oils. This is a truly fungus-resistant cable.

The Underwriters' Laboratories, Inc. have approved DURALL as a "Non-metallic-sheathed cable having adequate fungus-resistant, and other necessary properties for use in cow barns and *other* locations where it would be subjected to conditions of heat, cold, moisture, corrosive fumes and fungus." Anaconda Wire & Cable Company, 25 Broadway, New York 4, N. Y. 6A30

ANACONDA
from mine to consumer

DURALL BARN WIRE

or sizes or quantities to say nothing of wrong prices having been quoted.

If the ledger records on accounts of Sloppy Joes' customers are carefully analyzed, they generally show *more* errors that had to be corrected, more goods to be exchanged or returned for credit, more claims for price adjustments and more headaches in general than those of the clean-cut top-notcher.

Add together the time that is consumed in all the different operating departments to clean up the messes that are caused by Sloppy Joe salesmen and you have a nice chunk of money. Most of that money could well be saved if those Sloppy Joes were taken in hand and told that they must either match the clean-cut operating techniques of the top-notchers or get out and get themselves another job.

To come right down to brass tacks on this problem of how to get *Better Selling* to make *Bigger Profits Through Lower Costs,* this is solely and completely something that the owner or general manager or sales manager of a wholesaling house must handle.

Competitive conditions are going to grow more severe in practically every distributing area as business settles down to the "plateau" level which is expected to prevail for some time to come.

Not only are there today *more* concerns competing for available business, but the very fact that everybody knows that the buyer is in the saddle makes everybody more determined to fight for every worthwhile piece of business that looms on the horizon.

The answer as to who will get the business is, which salesman will get there "fastest with the mostest"—fastest and mostest in knowledge, facts, service and follow-up service—and all that adds up to T-R-A-I-N-I-N-G.

A wholesaler must make certain that his salesman will get or have had TRAINING in products and their application; TRAINING in how to instill confidence in the potential buyer; TRAINING in how to dramatize the service equipment, warehouse stocks, service abilities of the house to the potential customer; and TRAINING in the policies and business practices of the house that are designed to insure the buyer of satisfactory service.

Very few buyers realize just how intricate a system of buying, receiving, warehousing, delivering and billing is necessary to give them the kind of service that they have learned to expect on electrical products. Where a salesman tries to sell the ability to serve along with the goods a buyer wants, there the order is half in his pocket.

We recommend to every wholesaler's and distributor's executive proper TRAINING as one sure way to effect BETTER SELLING that will result in BIGGER PROFITS through LOWER COSTS.

★

The 70th Anniversary

Seventy years ago, on October 19th, 1879, in a small laboratory at Menlo Park, New Jersey, Thomas A. Edison lighted the first incandescent electric bulb having for its filament a length of carbonized sewing thread. That invention has been justly credited with being the most important single contribution to America's industrial and scientific progress.

Realizing that his new invention could be commercialized only if the electric current necessary to give life were made widely available, Edison followed up with designing and building the first complete system of electric current generation and distribution.

Today only a small fraction of our country's more than 40 million homes remains without the blessing of electric light and the tremendous influences of that one invention on the lives and work of peoples everywhere cannot be estimated.

With the formidable total of 1097 patents issued in his name—of which 356 deal solely with electric lighting and power distribution—it is quite safe to say that neither so great an industry as the electrical industry nor for that matter any other industry will ever again breed a man to whom so many millions owe so much as we in the electrical industry owe to Thomas A. Edison.

★

Don't Buy

With the U. S. Government practically "sold out" of all war surplus materials it appears that one large concern has accumulated huge stocks of electrical materials, chiefly wire and cable of all sorts and descriptions from magnet wire to C.M. cable. A special sales drive is under way directly addressed to electrical wholesalers throughout the country.

Any wholesaler who is tempted to buy some of that stuff should remember that the war ended over 4 years ago and that the stuff has been handled and stored and kicked around under all kinds of conditions. No wholesaler who values the satisfaction and good will of his customers can afford to fool around with those materials, just for the sake of making a little extra profit.

The place for that stuff is in a junk yard—not in a wholesaler's warehouse.

★

Ho Hum

From Detroit comes a United Press dispatch reporting that someone stole the Number Five green at the Warren Valley Golf Club.

The thieves expertly cut and removed 225 square feet of expensive grass sod from around the cup. They left the hole.

EDITOR

Modern Fittings for

•thinwall conduit •rigid conduit •metallic and non-metallic cable •flexible steel conduit • service entrance cable •grounding devices •lighting fixture fittings

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Sold Through Electrical Wholesalers

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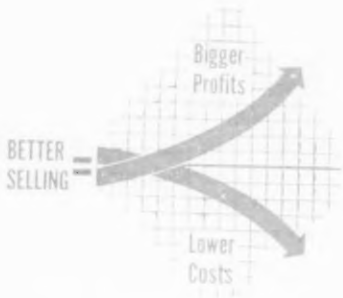
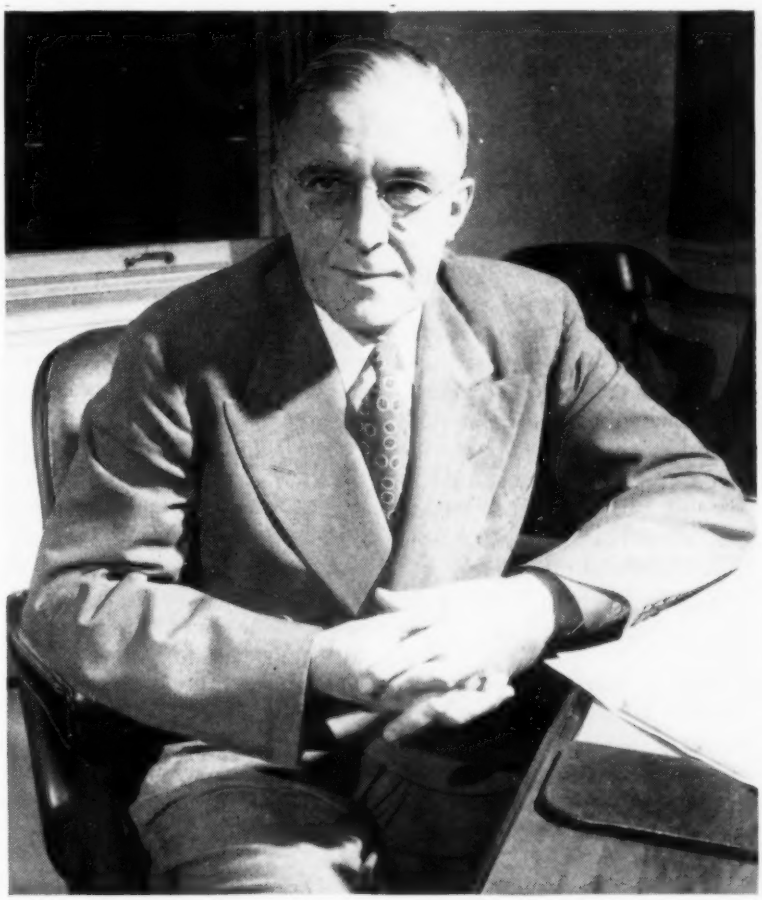
The Distributor's FIRST Job Is Selling—Creative Selling



By D. M. Salsbury
President
Westinghouse Electric Supply Co.
President
National Association of
Electrical Distributors



D. M. Salsbury

If electrical distributors are going to "buy" their way into the buyer's market, the time has come for their executives to stop everything and take careful inventory — of themselves, their ideas and the operating procedure that they supervise

IF WE are going to "buy into" the buyer's market, the time has come for executives of electrical distributors to stop everything and take careful inventory—of themselves, their ideas and the operating procedures they supervise.

For three years we have been bombarded with warnings about that terrible day when we would have to *find* and *sell* prospects. Selling, creative selling, is the distributor's job. If we could visualize what the electrical industry has accomplished in just thirty years we would literally be stunned by the size and scope of the selling job that made it possible. We are not new to selling, but if we are going to sell our way into the buyer's market it will not be enough to dig in the files, or to recall some old ideas. Something new has been added in today's business situation. We have new products, new salesmen and other employees, new cost problems and not-so-new but ever present government regulations that affect our operations.

We must, therefore, develop a new and fresh approach to our highly complex and absolutely essential job of distribution. If we perform poorly, we adversely affect both electrical production and retail selling. Conversely, *mass* distribution creates mass production, with

its economies that lower prices and make for better, more salable products.

Just as an aside, it is ironic that the better we do our job the harder it becomes for us to keep ahead of our industry's huge potential output. Factories can expand their production with relative ease. Can we expand distribution? Not as easily, but we can and **we must**—even though we are dealing with the human factor of creative selling and all the wide variety of other phases of our business that support selling—for today we are in competition at the beginning of our greatest potentials in all markets.

We distributors are the key link in that interdependent economic chain which in our industry reaches from the factory to homes, farms, stores, commercial buildings, institutions and, yes, even back again to utilities and other factories. Therefore, distributor executives must know much about selling, markets, products, financing, transportation, warehousing, order assembly service and promotion. They must understand people and be able to select, train and supervise their employees in a wide variety of operations.

As executives, then, let's take inventory.

SALES TRAINING AND SALES PROMOTION

Obviously, this is our first concern. We have expanded rapidly to meet the challenge of today's market conditions. We have new people to work with, both outside salesmen and office and warehouse personnel.

The one efficient approach to sales training and promotion is to carry on a series of planned meetings that, starting with basic sales training where needed, will cover every phase of the sales operation. (It will be obvious that such meetings can have a second, equally essential purpose of selling your company to your associates, building a strong feeling of interdependence as a business "team" and the importance of the electrical distributor in our economy.

There is nothing easy about creative selling. However, many helps are available, ranging all the way from manufacturers' product training materials to articles in the trade press and speeches by authorities in the field. In fact, there is so much to learn in sales training that any attractive, easy to understand and remember summary—by subjects or products—can be extremely useful.

The National Association of Electrical Distributors has provided exactly this kind of sales aid in its series of Supply Sales Boosters and Appliance Sales Boosters. These, issued under N.E.W.A., our former name, have received wide publicity and considerable praise. The new Appliance Sales Manual contains six complete Sales Booster issues. The program, of course, is being continued for our members.

The Sales Boosters have covered 17 key subjects. They are designed to train salesmen to be better able to help their dealer and contractor customers. They should be used at sales meetings and, especially, should be made available in quantity to your salesmen to pass on to their customers.

A few weeks ago, N.E.W.A. issued the second of its comprehensive manuals on television installation and service. The first was prepared for distributor member companies; the new manual was written from the point of view of the dealer's problem in television. Both are excellent material for the executive concerned with the efficiency of his own company's television work and that of his dealers.

The forward looking executive is well aware of the fact that a great deal of education, even missionary work remains to be done in our industry. Solid markets are built on the bed rock of consumer understanding of product benefits—to him—in terms of performance.

Again, our industry has effective promotional programs that we, as distributors, should use and support. Nationally they deal with adequate wiring, farm electrification, planned lighting, kitchen modernization, highway safety lighting—to name only a few. Locally these and other promotions are instituted by the electrical league serving your city or area.

Here is a fair question for distributor management. Have you used these industry programs to further your own business and, by your cooperation, aided accordingly in the development of markets? If not, why not? It is almost a certainty that if we and all other branches of the industry had gotten behind the national A/W program we would have by this time created millions of adequately wired homes. We would now have millions of educated customers and a larger nationwide market for large and portable appliances and planned lighting.

EMPLOYEE RELATIONS

Public relations, which includes employee and also trade relations, is an art in itself. It is still the No. 1 problem in business. Indoctrinate, or enthuse if you prefer, all of your associates with the idea of building good will by giving good, personalized service. Give every customer the idea he is a friend. It is simple

PLANNED MEETINGS are the first requisite in any program of sales training, starting with the fundamentals and covering every aspect of sales operation.

BETTER SELLING through training is the purpose of these *Sales Boosters* published by the National Association of Electrical Distributors (formerly N.E.W.A.) as part of its educational program.

logic to show that kind of service pays back dividends—to the company and to the individual worker.

In that connection the executive will want to study the advisability of re-arrangement of his sales or other departments with a view of up-grading employees. Above all else, good employee relations requires a friendly atmosphere in which to work, adequate pay and the inspiration that comes from knowing a job well done will be noted and rewarded, in proper time, through advancement.

In brief, if your company has a good *present*, it can sell *futures*. As executives we should never forget that the desire for recognition, regardless of one's job, is a dominant trait in human nature.

OPERATIONS AND SERVICE

Every phase of a distributor's business supports the basic function of selling. Efficiency at the executive level will result from a viewpoint that in practice acknowledges that fact. Space does not permit detailing some of the more important phases of a distributor's operations and services but they must be cited as worthy of careful analysis at this time and close and continuing supervision.

They are business administration, credit, purchasing, transportation, warehousing, counter service, mechanical service and inventory control. On the last named subject, N.E.W.A.'s Warehousing Committee has recently issued an excellent report, as it has also authored a comprehensive manual on recommended warehousing layout and materials handling procedures.

As the distributor executive takes inventory he will not only discover much that needs doing now but he will also remember some tough sledding in '49. If he is the *complete* business man he must be, the executive will want to give a little more attention to long range planning. We have probably neared the end of business readjustments with their attendant headaches and can look forward to a long-pull upturn. **And we can "call the turn" on the length and breadth of that sales increase in almost the exact ratio to our own readiness and efficiency.**

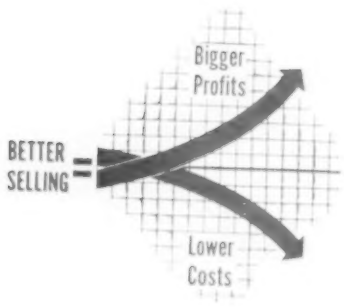
The old adage—"an ounce of prevention is worth a pound of cure"—is certainly applicable to this business. We must somehow be able to *anticipate* more accurately. Careful and constant analysis and a reasonable measure of "looking ahead" is implicit in good business management. We in executive work in electrical distribution could not possibly duck this seemingly "extra" duty superimposed on a formidable list of jobs and services to be performed simultaneously for our suppliers and our customers.

As we look ahead there are three factors that can be considered helpful. First, there is a growing effort to educate the American public to the facts of our economic life. Secondly, the essentiality of mass distribution as the sole support of mass production is beginning to be talked and understood, if not yet thoroughly appreciated. (Again, N.A.E.D. is doing its share for it will issue an attractive, illustrated booklet written for the employees of all member companies which will tell that story in terms of individual jobs and their importance.) Thirdly, we can be proud and confident because we are doing a key job in an industry whose countless products are essential to our way of life.

None of our many markets will ever be saturated. One hundred and fifty million people who enjoy the world's highest standard of living will never deliberately choose or accept less when they want, and can get, more.

WHEN the salesman promises that an order will go out from his company's warehouse at a certain time, the company must be organized and equipped to fulfill the promise without adding greatly to its cost. Photos by Englewood Elec. Sup., Chicago.

Better Selling—Salesman's Key



THE GRAPHIC FIGURE appearing above is worth some serious thought by all electrical wholesale salesmen who are interested in keeping themselves financially healthy in the months of business ahead.

When his supply house starts to experience a pinch from sliding profits the salesman naturally feels the decline and his daily life becomes complicated with many additional "pressure" problems. If the profits slide too far, it becomes a matter of survival for both the supply house and the salesman.

Lower profits result from any one or combination of the following factors: Lower volume of sales; inability to reduce operating costs adequately; inventory losses; lower selling prices.

Actually, in the electrical wholesaling industry at least, with the return of a buyer's market, all of these business factors resolve themselves into one main subject—*Better Selling*. Each factor above is related to the other in some way and the failure of any one will affect the net result of every grade of selling.

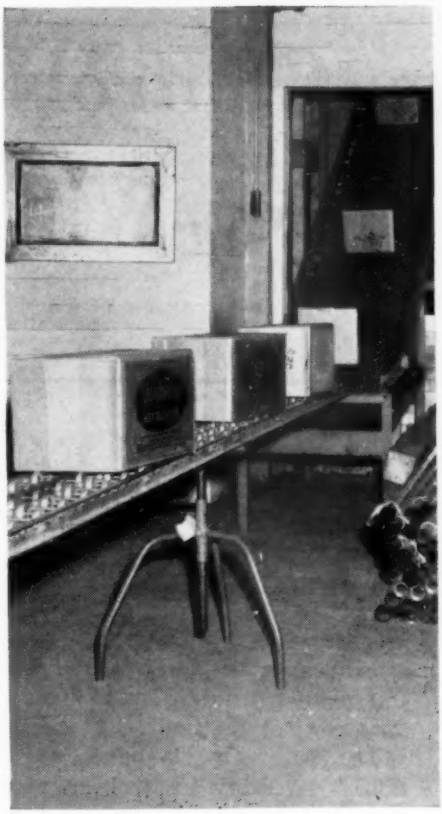
The salesmen who take steps to push up their sales volume can gain very little if the headquarters operations have not been synchronized or improved to a point where service flows along smoothly and unbrokenly despite a sudden spurt of orders.

When a large number of new orders come in from a salesman, it is usually because through some extra sales effort he has sold either a new customer or sold a much larger volume to an old stand-by. In either case the sale was certainly consummated with the understanding that the supply house could and would give quick service and delivery on the items sold.

In many instances, this sales point "quick service" alone has been the thing that sold the customer on buying from one supply house rather than a rival concern. If the supply house is not equipped to render the service as sold, the salesman loses a customer and his extra efforts will not bring the reward he deserves.

What his supply house does and is doing to keep its handling operations streamlined to a pinpoint efficiency are of interest to the salesman who doesn't want to see large new orders end abruptly because he sold more than this company could handle efficiently.

On the other hand, a supply house that purchases and installs new materials handling equipment and redesigns its warehouse layout, stock control methods and receiving oper-



CONVEYOR system cuts costs only when kept busy—and that is the salesman's job.

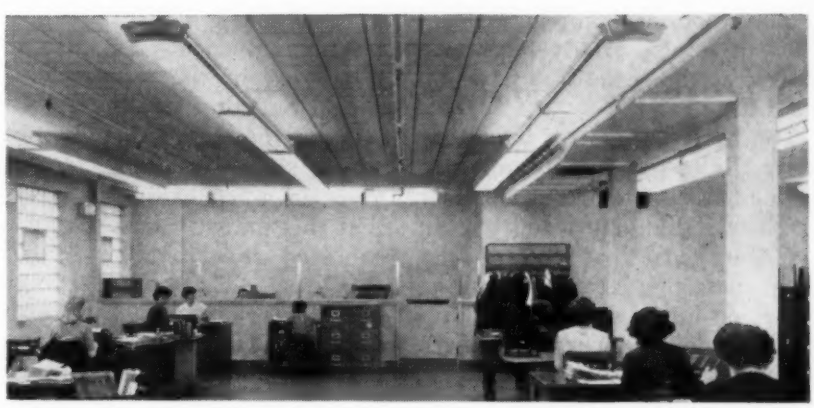
HEADQUARTERS operations must be organized to a point where service flows along smoothly and without interruption even when there is a sudden big order.

To Bigger Sales at Lower Cost

ations, trusts that its salesmen will bring in sufficient business to justify the expenditures. The supply house must do a certain volume of business in order to have the new equipment pay for itself in time and labor savings. The salesmen naturally assume a large part of this responsibility. The sales volume they do "makes or breaks" the new equipment purchased.

Better Selling is something the salesman hears every day from his sales manager, from other executives, from newspapers and trade publications, and probably, as long as he is in a selling job, he will continue to hear those words.

Better Selling means bringing in new customers! It means doing additional work chasing down business which is not on his regular route. It means ferreting out every potential sale in his territory and passing the word to a fellow salesman when he learns of something outside his area. It means the salesman must concentrate on his customers, spend more time with some of them, follow up every possible lead, seek out and sell new customers, build up all sales.

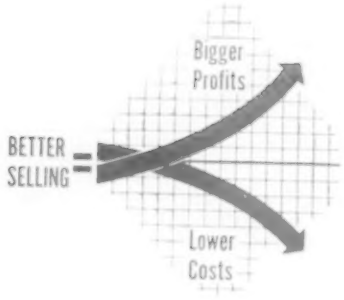


STAFF and equipment in the general accounting office are set up to do a certain job. When the sales volume drops, their operations slow down and the costs go up.

But wholesaler's executives should remember that to profit from *Better Selling* involves more than just the salesman's efforts. It requires also the cooperation of the supply house itself. There everyone including management and purchasing agents must be alert for new products that will appeal to the salesman's customers.

They must have a well-planned advertising and promotion program to back up the salesman. They must continually supply the salesman with new sales-building material whereby they can show their customers why certain products will give them real benefits such as lower costs, faster service and less maintenance.

When Proper Inventory Controls Faster Sales and Service Will



By Arthur I. Appleton*

INVENTORY CONTROL is a subject of interest to me particularly for the vital role it plays in our company, and I know it is also vitally important to many wholesalers with whom we deal.

The basic purpose of inventory control is to gear procurement to demand. It is important not only to each individual firm, but in a larger sense has a profound effect upon the nation's economy.

A good job of gearing procurement to demand for goods will go far toward levelling out the "Boom and Bust" cycles inherent in our economic system. Orders inflated beyond visible demand during boom cycles precipitate excessive expansion of productive capacity and accumulation of large raw goods inventories. As this additional capacity is completed the true demand is quickly satisfied and an over-built, over-manned, over-stocked industry is ripe for "readjustment."

We see this portrayed in the history of the electrical supply business since the war. The contractors were experiencing difficulty obtaining materials during this period and consequently were faced with costly delays. This prompted them to accumulate stocks which they would not find necessary to carry in normal times.

The filling of the "pipeline" created by these new inventories injected certain inflation in the wholesalers' sales demand records. Guided by this already inflated demand, the wholesalers made a practice of placing identical orders with numerous suppliers and consequently there was still more inflated demand registered with the electrical supply manufacturing industry.

This influence was intensified by failure of the wholesalers to cancel out alternate orders when one of the respective suppliers would ship. Today, as a result, there is much evidence to show that this industry has had an unbalanced growth.

Widespread attention to inventory control methods and ordering plans which purpose to present true sales demand to suppliers would have a very healthy effect upon the industry.

The importance of sound inventory control in an individual firm is threefold: Service to customers, control of expense, and control of investment. It is easily recognized that customers patronize an establishment that supplies their wants when needed. However, many business failures follow in the wake of unintelligent building of inventories in an attempt to capitalize on customer patronage.

The answer is a balanced stock that will not only serve the customer but will contribute to a smoother operation, minimize inventory losses and curtail need for investment. This can be accomplished through sound inventory control methods.

The theoretical requirement of sound inventory control is that stock should diminish to zero at the time replenishment arrives. However, practical application requires some deviation from this.

The basic data around which a system can be developed to accomplish this falls into two categories: "Sales demand" and the "replenishment cycle period."

SALES DEMAND

True sales demand should be a recording of customers' legitimate requests, regardless of whether or not the material is being currently supplied.

Too often the "amount shipped" is considered sales demand and contributes to a distorted ordering plan. During periods of insufficient stock the demand indicated is low and consequently replenishment will be short. During periods when delayed orders are being released, the demand indicated is abnormally high and consequently replenishment will be in excess.

It is important to emphasize that the record keeping system be set up to reflect properly **actual requests** of the customers. To be of practical use these figures must be posted currently and should be accumulated in the period during which the request was made. Therefore, **it is rec-**

Gear Procurement To Demand Speed Turnover—At Lower Cost

Arthur I. Appleton

ommended that all postings be made prior to issue. (Posting prior to issue has other advantages which will be discussed later.)

When substituting items it is important that the sales demand be recorded on the item requested rather than on the item supplied; otherwise, false demand and consequent inadvisable replenishment will be set up on the substitute items.

The stock records should also be maintained so that an average monthly sales demand is quickly discernible. (In our plants, sales demand is accumulated for each item currently as the postings to the record cards are made, and the final monthly accumulated figure is transposed to a recap of the total demand by months in space provided adjacent to columns showing running averages for the four most current months. See figures 2 and 3.)

Care must be exercised to detect trends in the monthly averages of sales demand.

In the following three examples, the final average monthly sales demand is the same for all three, but a decided upward trend is noted for item 2, and a decided downward trend is noted for item 3.

Month	Item 1	Item 2	Item 3
Jan.	54	35	74
Feb.	53	46	59
March	56	58	45
April	49	73	34
4 mo. avg.	53	53	53

Some will use such indications as guides to estimate modification of orders being created for stock replenishment, while others may prefer to reflect these variances mathematically in the replenishment formula as trend factors. In any event conspicuous "trends" must be considered.

However, it is recommended that they be reflected in the actual ordering procedure rather than in the modification of the base sales demand figure which should remain a record of actual experience.

Future special sales promotion programs should likewise be reflected in the ordering procedure rather than in the base sales demand figures until actual sales have been realized from them.

REPLENISHMENT CYCLE PERIOD

It is as important to know the normal time necessary to procure an item as it is to know the sales demand. If it takes six weeks to get delivery of an item it naturally will require provision for greater inventory than for items which normally can be procured in less time.

In determining the replenishment cycle period for control purposes, adequate compensation for variances from normal procurement time must be made as experience dictates. It may also be advisable to compensate for erratic fluctuations in sales demand by lengthening the replenishment cycle period. It will aid clerical procedure to compensate for these variances by transposing them into time-supply through use of a safety factor for increasing the replenishment cycle period.

For example, the experience on

a series of items may indicate a necessity for a 50 percent time-supply to compensate for variances from normal in procurement time and for erratic fluctuations in sales demand. The safety factor in this case would be 1.50. If one of such respective items normally requires four weeks to procure, the replenishment cycle period would be established at four weeks times 1.5, or six weeks.

THE CONTROL PRINCIPLE

In general when the stock level lowers to an amount equal to the sales demand which would accumulate during the replenishment cycle period, an order of equal amount should be placed.

Application of this principle is illustrated in the following example:

Average monthly Sales Demand—Established at 1000 (or 250 weekly).

Replenishment Cycle—Established at 6 wks. including a 1.5 Safety Factor.

On 4/28 Record showed no open orders.

On 4/28 Stock Balance showed 1600 on hand.

On 4/29 Issues made reduced Stock Balance to 1300.

On 4/29 An order was placed for 1700.

The following observations may be noted from this example:

1. Ordering action was initiated as soon as the stock on hand was reduced to less than six weeks' supply—the "time supply" established for this particular item.

2. With a six-week replenishment cycle having a safety factor of 1.5 it was calculated that four weeks later, when the new stock should arrive, there would be a two-week supply remaining as a cushion against possibility of increase in sales demand or delay in delivery.

3. The amount ordered was equal to a six-week supply plus the amount the stock balance was short of a six-week supply. More simply: Twelve-week supply minus stock balance.

4. There was apparently no trend in the average monthly sales demand discernible, and no special program was anticipated.

5. It should not be difficult to set-up clerical routines to follow this procedure.

The procedure involved in this method of replenishing stock can easily be developed into a replenishment formula.

THE REPLENISHMENT FORMULA

Figure 1 illustrates a formula for replenishing stock which incorporates the inventory control principles outlined in this presentation.

TYPES OF SYSTEMS

There are a number of types of systems used for controlling inventory. The nature of the business will dictate whether it is more practical to use tabulating equipment, bookkeeping machines, or visible-index handposting. The principles outlined can be observed in any of these applications.

For our purposes the visible-index record hand-posting equipment application is preferred, principally because it provides up-to-the-minute status information.

For most wholesalers' operations it seems most practical to use the visible-index record hand-posting equipment for their main stock from which stock would be issued on all customer orders except small over-the-counter sales.

Where the control system is set up on posting prior to issue basis, it is imperative that no stock be issued until document bears evidence of having been posted. As it is not usually practical to post small over-the-counter issues prior to removal from stock, it is advisable to set up a bin stock for small counter sales, completely separated from the main stock. Sufficient stock to cover demand for short periods may be issued to these bins from the main stock and posted off the

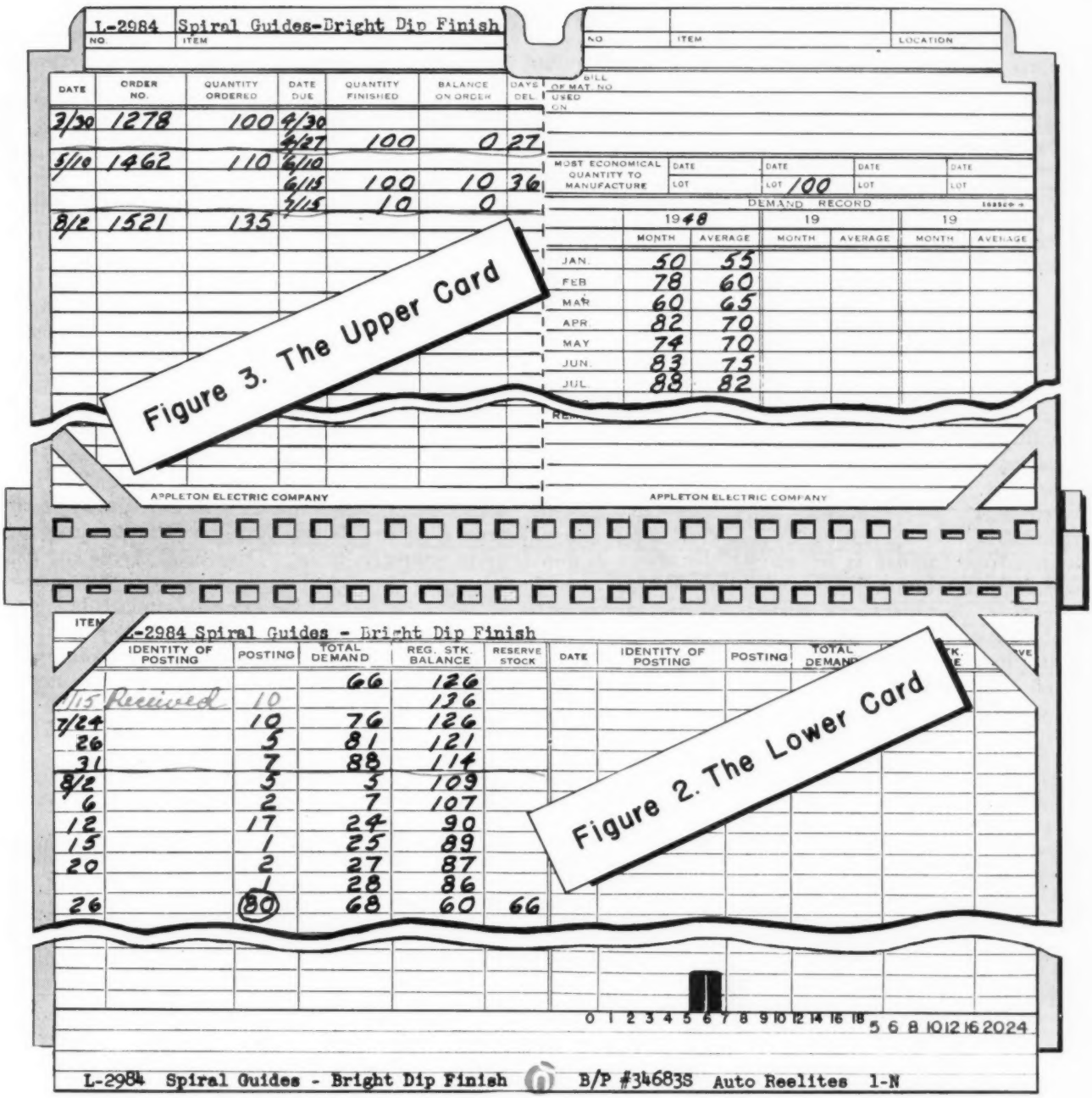
Figure 1. THE REPLENISHMENT FORMULA

a. When Stock Balance is BLACK

$$\text{AMOUNT TO ORDER} = \left[\left(2 \times \text{REPLENISHMENT CYCLE PERIOD} \times \text{Average SALES DEMAND per week}\right) - \text{Black Stock Balance}\right] \times \left[\text{TREND FACTOR}\right] + \left[\text{SPECIAL PROGRAMS}\right]$$

b. When Stock Balance is RED. (Back Order Condition)

$$\text{AMOUNT TO ORDER} = \left[\left(2 \times \text{REPLENISHMENT CYCLE PERIOD} \times \text{Average SALES DEMAND per week}\right) + \text{Red Stock Balance}\right] \times \left[\text{TREND FACTOR}\right] + \left[\text{SPECIAL PROGRAMS}\right]$$


L-2984 Spiral Guides-Bright Dip Finish
NO. ITEM
NO. ITEM LOCATION
DATE ORDER NO. QUANTITY ORDERED DATE DUE QUANTITY FINISHED BALANCE ON ORDER DAYS DEL.
3/30 1278 100 4/30
4/27 100 0 27
5/10 1462 110 6/10
6/15 100 10 36
7/15 10 0
8/2 1521 135
BILL OF MAT. NO. USED ON
MOST ECONOMICAL QUANTITY TO MANUFACTURE
DATE LOT 100
DEMAND RECORD
1948
MONTH AVERAGE
JAN. 50 55
FEB. 78 60
MAR. 60 65
APR. 82 70
MAY 74 70
JUN. 83 75
JUL. 88 82
Figure 3. The Upper Card
APPLETON ELECTRIC COMPANY
APPLETON ELECTRIC COMPANY
ITEM L-2984 Spiral Guides - Bright Dip Finish
IDENTITY OF POSTING POSTING TOTAL DEMAND REG. STK. BALANCE RESERVE STOCK
7/15 Received 10 66 126
7/24 10 76 126
26 5 81 121
31 7 88 114
8/2 5 5 109
6 2 7 107
12 17 24 90
15 1 25 89
20 2 27 87
1 28 86
26 80 68 60 66
Figure 2. The Lower Card
0 1 2 3 4 5 6 7 8 9 10 12 14 16 18 5 6 8 10 12 16 20 24
L-2984 Spiral Guides - Bright Dip Finish B/P #346838 Auto Reelites 1-N

control records just as a customer order would be posted.

THE VISIBLE-INDEX RECORD HAND-POSTING METHOD

The mechanics of maintaining inventory control using visible-index record hand-posting is illustrated with the record cards shown in Figures 2 and 3.

THE LOWER CARD (Figure 2)

"Identity of Posting."

This column provides for entry of identity of the document from which the posting is made. (Our order handling procedure does not require recording of identity of orders here so we use this column only for receipts and special orders.)

"Posting."

Black figures in this column indicate quantities requested by customers. Red figures indicate quantities received into stock.

"Total Demand."

As each customer order is posted in the "Posting" column, it is immediately added to the previous figure in the "total demand" column to show the total sales demand figure for the month to date on a current basis. This practice not only keeps this vital information on a current basis, but alleviates a "peak work load" experienced at the close of the month under systems calculating sales demand monthly.

Unless the customer's request is considered to be of recurring nature, no entry is made in this column. (Note that only half of

the large order posted on 8/2 was considered to be of recurring nature.)

After the close of each month, the red line, as shown, is drawn across the card after the last posting and the last figure in this column is transcribed to the "recap of monthly demand" provided for on the upper card.

"Reg. Stock Bal."

This column indicates at all times the amount available for issue. (Or the amount due customers if figure is shown in red.)

All orders are posted prior to issue and deducted from this column before applying some character to document which authorized shipping from stock. When stock is exhausted and orders are held for future shipment, a red balance is accumulated in this column.

Because all orders are posted prior to issue, stock is controlled as an office function and is protected from indiscriminate issue of warehousemen or shipping clerks. This method of record keeping concentrates procedures requiring judgment where all pertinent facts are available.

Note in the illustration that a decision was made to issue only 20 pieces on the 8/2 order for 80 pieces, thus creating a back order for 60 pieces, and reserving 66 pieces for issue on regular business.

In handling this type of problem it is quite obvious that systems involving posting after issue require special procedures which are not only difficult to administer but are costly to operate.

"Reserve Stock."

This column may either be used to prevent depletion of stocks by unusual orders as in the above example, or to protect stock for specific promises or future programs.

How often are customers told that a certain item is available only to be disappointed after driving many miles to pick it up? In conjunction with posting prior to issue, such occurrences may be prevented by making special postings to this column.

THE UPPER CARD (Figure 3)

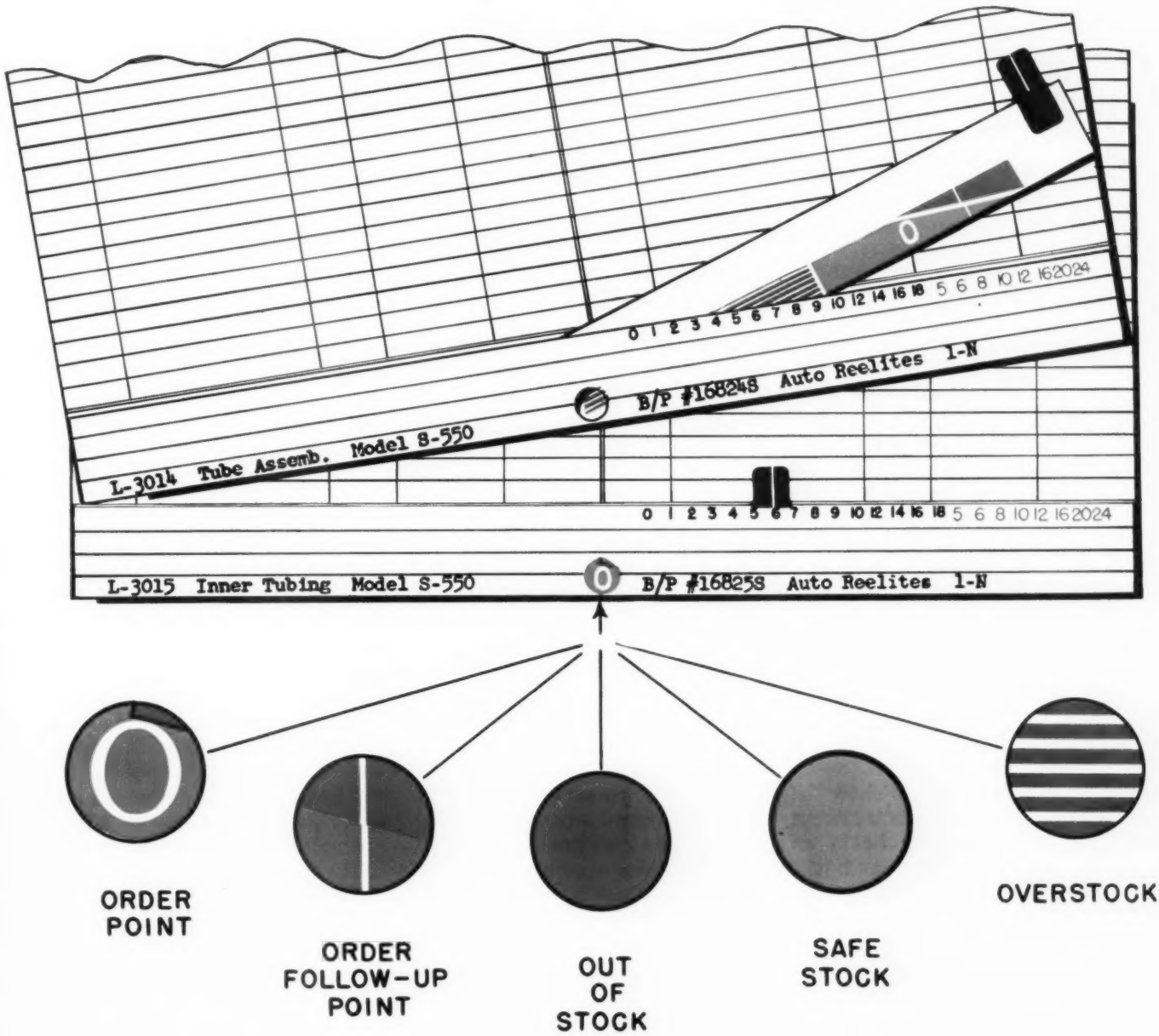
The left half of the card provides convenient record of the orders placed for replenishment of stock. Note that column is provided for "days delivery.'

The right half of the card provides for three years' recapitulation of monthly demand as copied from the "total demand" column of the lower card where the red line is drawn at close of each month. Note that the card also provides column for showing the average monthly demand.

This card is the source of the basic data for the control formula: "Days del." for determining the replenishment cycle period and the sales demand. It is apparent that all information on the card is conveniently organized and easily viewed when studying the record.

FINISHED GOODS inventory control department of the Appleton Electric Co. will be converted to the complete system described in this article in order to secure a more sound stock control procedure.

Figure 4. Illustration of Signal Device



GOOD CONTROL DEMANDS DEVICES FOR SIGNALING BASIC CONDITIONS

Signals are important contributions to efficient clerical methods in inventory control. These visual aids not only help to initiate necessary action but provide a tool for management to evaluate both operating performance and the overall inventory condition.

There are five basic levels of a controlled stock which should be signalled:

1. Order Point
2. Order Follow-Up Point
3. Out-of-Stock
4. Safe Stock
5. Overstock

These points are determined by the replenishment cycle period and sales demand of each item, in accordance with the control principle previously outlined.

A NEW SIGNAL DEVICE

Figure 4 illustrates a device which has been developed to signal the five basic control points. The signal operates in conjunction with the special title insert card, designed for this purpose. The numerals from "0" through "18" printed in black on the top of this card represent "time-supply" weeks. The numerals printed in blue from "5" through "24" represent months "time-supply."

The hole in the center of the title insert card serves as a "window" to display the signal indicated on the signal device. (Note that this small hole is the only portion of the visible-index por-

tion of the card used by the signal, thus reserving practically the whole width for nomenclature and description.)

The signal operates by merely aligning the indicator with appropriate weeks or months "time-supply" as postings are made.

The illustration shows a six week replenishment cycle item (signals for different length cycles can be exchanged in a moment). Assuming that a particular item has a six week replenishment cycle and a sales demand of 500 per month, this signal would operate as follows:

Stock Bal.	Week's Supply	Basic Signal Shown in "Window"
750	6	Order Point
375	3	Order Follow-Up Point
0	0	Out-of-Stock
750 to 1500	6 to 12	Safe Stock
Over 1500	Over 12	Overstock

With this type of signal, items having different replenishment cycle periods may remain adjacent in the tray without hindering the accuracy of the signal. (The usual "bar chart" type of signal relies upon position entirely to reveal the signal, consequently, it is possible to show the same position for two adjacent items where one may be in an "overstock" condition and the "stock balance" of the other may be actually at the "order point.")

SUMMARY OF ADVANTAGES OF THIS CONTROL SYSTEM

1. Provides record of true sales demand, which is the first principle in sound inventory control.

2. Provides an effective control formula to maintain stocks at a level which will adequately serve the customers with a minimum of inventory investment. The formula is employed as an orderly clerical routine, yet is sufficiently flexible to reflect all conditions.

3. Provides posting prior to issue which establishes accurate and immediate information regarding stock available for issue, protects stocks against indiscriminate issue, and provides a method for reserving stock for specific promises or future programs without necessitating physical segregation of material.

The logic in posting prior to issue is as fundamental as the manner in which you maintain your personal check book. You know how much money you have in your account **before you write checks against it.** To be certain that you have proper "control" of your account you are very careful to deduct each check from your balance as you write it. It is just as important to have this kind of control over the issuing of your stock of products.

4. Provides a convenient form of record which concentrates all pertinent data for each item on two visible record cards which face each other.

5. Provides a plan of operation where work load is more evenly distributed over month. The placing of orders as order points are reached on the various items and continual accumulation of monthly sales demand reduces the "peak" work loads occasioned by systems performing these tasks at regular intervals.

6. Provides a visible signal for establishing routine to insure that control of inventory is maintained.

It gives a positive indication of stock status at a glance so that not only are the clerks responsible prompted to necessary action but management can easily evaluate and challenge the performance of the stock control function. Any relaxation in vigilant inventory control is easily and quickly detected.

This type of signal provides full use of the title insert for nomenclature and description.

Unlike the bar chart type of signal this device does not require using the same replenishment cycle period to all items within a group. Signals for various replenishment cycle periods can be interchanged quickly as experience dictates.

There are those who will say, "This is all well and good, but you base this inventory control mainly on two factors, the sales demand and the replenishment cycle period. We have many items which show no discernible pattern of sales demand and we don't have a faint idea about how long it will take to procure many items."

The only solution to many of these problem items is exercise of a little judgment and a whole lot of intuition. However, after operating with sound control procedures it will be found that these principles will work with the majority of items. Handling the bulk of the job with orderly clerical routines will provide more opportunity to concentrate on the problem items.

TRUE PICTURE of stock conditions will be readily available when the "sales demand—replenishment cycle" control system is installed in the raw goods inventory department of Appleton Electric Co.

**President, Appleton Electric Company, Chicago, Illinois.*

Success in the Executive's Job Demands Having These Abilities

Lawrence C. Lockley*
Professor of Marketing
Graduate School of Business Administration
New York University

OF THE skilled trades in American business, that of the executive is one of the few remaining which is reached by serving an apprenticeship. In spite of the excellence of our schools of business, what it takes to be a good executive does not come out of the class room or out of books—however helpful the skills and attitudes taught may be as a refining influence. Among the characteristics that top managements agree on as a primary requisite for promotional eligibility is maturity—and that is the one qualification to which there is no shortcut: time must pass.

Another aspect of the problem of the executive is that the abilities which make him competent in his supervisory function are not readily apparent. Shuffled among a group of routine workers of his own age and educational background, the promising potential executive cannot be diagnosed. It is not till the wear and tear of a number of years of business activity have polished and worn him that the qualities top management looks for will begin to be evident, and he can be spotted as promotional material.

As a result, the executive starts as an employee like anyone else, unless he has selected his legator with discrimination. In addition to the usual business virtues of earnestness, promptness, industry, and loyalty, he must become proficient in the routines and procedures of the firm with which he starts. The qualities which he must develop are not those which he must use after he attains to supervisory status. Only after a period of time may he use initiative. Particularly at the outset must he become a "good company man" who is content to follow orders and who is able to get along with his fellow workers. He becomes a good teammate.

The young man who enters business must, therefore, first become a good routine worker. He must develop proficiency in doing particular jobs—in the office, in the laboratory, or in the factory. His part in business will be in performing one small task which will contribute toward his employing company's function. For a considerable period, his advancement, and even his tenure, will depend on how well he learns to do the detailed work assigned to him.

Obviously, there is room for initiative and enterprise. The great interest in suggestion systems on the part of managements indicates that even workers on the assembly line can make improvements in their methods. But the potential executive, limited by his routine assignments, can demonstrate his analytic thinking and his initiative only on the work at hand. And when he does make improvements or suggestions, he usually has to "go through channels" and more than occasionally fails to get credit or to attract the attention of management.

Executives, Why Made?

Progress in the typical line organization means, often for a good many years, only a shift in work, with the duties still the *performance* of procedures, albeit procedures of more importance or more intricacy. Now and then, a young man will have the good fortune to attract the attention of management to his abilities and be lifted to administrative responsibilities early. Or occasionally one will be so conspicuous in the performance of his assigned tasks that he will be hurried through the stages of progress to reach administrative duties in a few years. But the general experience is the slow progress upward, with the less competent and the less patient dropping out.

It is not, then, some exceptional performance that wins the aspirant his spurs, but mere survival, and being on hand and in good standing when his superior is promoted! Thus, the young executive has received promotion because he became proficient in non-executive work. He has had no other training than that which he has been able to give himself through observation and reflection. And almost overnight, he must assume the responsibilities of directing the work of others; he must reverse his point of view from that of a *doer* to that of a

teller. The difficulty of making such a turn-about gives rise to three difficulties:

1. *Failure to make clear-cut delegations of assignment.*

Long accustomed to being judged on his own production, he feels uneasy in a situation in which he no longer personally performs. Having given assignments, he is unable to confine himself to checking on the progress of work under way and on adequacy of end results, but wants to be a close participant in the work. The fact that he may be more competent in executing the work makes it even more difficult for him to refrain from "holding the tool" when his new subordinates work.

Since most of the newly promoted line executives have found their opportunities because a predecessor had earned his own promotion through good administrative work, the group supervised by the newly promoted line executive is accustomed to working under skillful guidance. The contrast is usually hard on the subordinates. Moreover, by his insistence on close contact with the progress of the work assigned, the new executive clogs up his own schedule, and causes unnecessary, and sometimes great, delay by demanding to be consulted at each intermediate point of decision.

In large organizations, the promotion of a line executive is often followed by a considerable personnel turnover in the staff under him. Possibly much of this turnover is due not to envy on the part of men not promoted, or to personnel incompatibility, but to their inability to adjust to new and less adept guidance and supervision.

2. *Failure to retain personal competences.*

The amount of personal service required by the American executive is a subject of frequent anecdote. Yet the increasing need for it is to be expected on the part of most, and is likely to be avoided only by the strongest. The minor executive who is proficient in turning out reports, and performs many extra duties well, finds himself promoted, and confronted with a bewildering array of demands on his attention, and with the need for making many decisions on the basis of information provided by subordinates in whom he has not yet learned to have confidence.

Vexed by his need for decision, he cannot think of anything else, and delegates even the simplest of personal chores till this type of delegation becomes a fixed habit, and he loses the ability to perform for himself. The amount of ghost-writing of executive speeches indicates one aspect of this atrophy of capacity. As long as the executive is working within a framework of well-integrated company policies, he works with adequate efficiency. Yet the arising of real emergencies may find him lacking in the very skills and characteristics which made his promotion possible.

3. *Failure to realize the basis of appraisal of his work.*

Before the line executive was promoted, he was judged on his own performance. After he is promoted, he will be judged on the results of his division or department. If he is smart, he will surround himself with the ablest men he can find, give them scope for the utmost of their capacities, and be liberal in his acknowledgement of credit to them. It often takes considerable apprenticeship on the part of a line executive to reach this philosophical point. Still remembering how he was previously judged, he tends to try to give the impression that it is his work that makes his department successful, rather than that it is his direction.

Because of this informality of approach to executive responsibilities, there is a great deal of "cut and try" in the direction of American business. Ultimately, a man comes to be able to direct the work of others. And although he may, in his work, look like an executive, he does not necessarily have the attributes which characterize the executive. The techniques of management are not closely related to a knowledge of job procedures. Industry has seen too many cases of top executives who were able to move from one firm to another and even from one industry to another, and perform with equal success. The abilities which make the migration of administrators possible are the essence of executive capacity.

Management Technique

There are five general abilities or aptitudes which lie at the root of the technique of management.

The first of these abilities is that of *rapid orientation.* As the size of the American corporation has grown, it has become amazingly complex and intricate. No one can learn the operation of such a firm as du Pont or Standard Oil of New Jersey—both vast empires ramified into many fields. Any one who undertakes the direction of even a part of a modern corporation must be able, rapidly and surely, to sort the wheat from the chaff, and emerge with a few generalizations which characterize an entire theater of action. The man who must marshall all available facts before he can act will never reach the point of action. The foundation of business management, then, is the ability to grasp the essence of a chaotic group of facts almost, as it were, by instinct.

The second characteristic is the ability to *delegate.* The nature of delegation is frequently misunderstood. It is not merely telling someone else to do something, but telling him to do something which fits into a plan, and then letting him do it. Underlying the concept of delegation is the sense of organization which makes it possible to subdivide a business activity into component parts, arranged on the basis of an integrated time schedule, so that the several resulting chores will merge into a complete action when they are done. In other words, delegation is a function of planning, and planning is a function of orientation. Obviously, decisiveness and follow-through are important, but they are secondary to an understanding of the nature of delegation.

Change Is a Constant Element

The third attribute is the dual one of *analysis* and *synthesis.* It is the ability which makes a sense of orientation useful. The constant element in business is change—with changing markets, changing processes of manufacture, changing balances of raw material supplies, and chang-

ing competitive conditions. The executive must be able to sort out the confusing and contradictory facts presented to him, arrange them in his mind, trace casual influences, and come out with a conclusion. Clearly, he must perform this miracle against the odds of the pressure of personal ambitions and rivalries, against his own emotional attitudes, and against the dead weight of inertia and tradition. "Seeing to the heart of a situation" is a deceptive over-simplification of the job of discovering the elements out of which a present situation has grown, and of seeing how it ought to be.

The fourth capacity needed is the ability to decide. No business is static. The nature of business is to be forever in a flux, and each change necessitates decisions. It is the administrator who must say *yes* or *no,* and say it promptly. In the tempo of modern affairs, there is little opportunity for pondering. It is true that the executive should be reflective, but he must be reflective concerning over-all patterns and movements. With respect to the countless times he is asked to decide, he must react rapidly.

Now anyone can, if he is pushed to do so, make a decision. All that is required is a daring or arbitrary nature, or even a penny to toss, to be able to say *yes* or *no*. But implicit in the requirement placed on the executive to decide is the implication that the considerable volume of day-to-day decisions will ultimately form a sort of pattern. Rarely is an executive able to accumulate all the facts he would like to have for a decision. Indeed, if all facts were known, fewer decisions would have to be made, because the desirable course would frequently be revealed by the facts. Thus, the executive must make his decisions promptly and without the information he would like to have, and must make them toward the direction he is going, in the hope that they will show some concentration of consistency.

Stand by Your Decision

It is that fact that so many of these choices are made quickly and without full knowledge that breeds ulcers and nervous breakdowns. A part of the capacity to decide in business must be the willingness to stand by the decision. The man who makes decisions, then spends wakeful nights fretting over the possibility that they may have been wrong cannot stand the pressure; if neither he nor his board of directors realize his weakness, his health will soon force him to give up his executive responsibilities.

The fifth, and most important, of the executive characteristics is the ability to do *policy thinking*. Particularly with the inevitable approach to administrative responsibilities, there is an inescapable tendency for management men to operate on the principle of "monkey see: monkey do." Department stores still blindly judge the success of today's business by comparison with "this day a year ago." The comments "We have always done it this way" and "The records shows this is the way to do it" are indications of the rule of precedent and traditionalism.

Policy thinking is the sort of thinking which isolates business objectives, appraises them, and devises business methods which impel a firm toward the selected objectives. The executive who says, in conference, "If we'd never seen this kind of business before, how should we make this decision?" is trying to free himself from the weight of traditionalism, and to make a decision based on objectives and realism.

All too often, we find decisions being made on the basis of obvious and short-run advantages. Policy thinking, on the other hand, makes it easy to determine courses of action as a part of a general plan or strategy. It allows the executive to formulate a series of what might almost be called principles of action. Then, he will see his business as a whole, headed toward formulated objectives, and with certain general principles that contribute toward this progress.

The picture of the executive, as drawn by these several characteristics, is pretty clear. It is the picture of a man who has risen above the procedures of his firm, and who is able to operate in the higher realm of abstract thought. And because he is unfettered of traditionalism, he is able to strike out in new directions, to conceive large and daring goals, and to push toward those goals. Such a man is, in a sense, dedicated. He must work objectively; people under him are tools with which he works, to be manipulated into combinations which allow effective and harmonious operation.

Personality Aspects

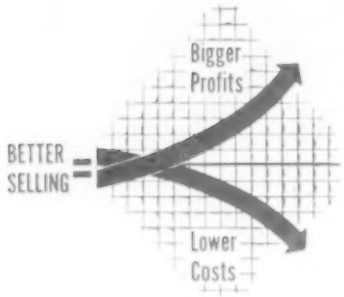
Such an executive, however forceful and single-minded he may be, still does not need to be ruthless, arbitrary, or selfish. These are aspects of the personality, rather than of the operating methods of a man. He can get a great deal of fun out of his work, without any lessening of efficiency. But he must be a big man to be urbane, kindly and happy while he is being competent!

We can probably conclude that our usual methods of selecting and training executives in business do not necessarily contribute toward the development of these five attributes. They are more likely to bring out the short-comings mentioned earlier. The major executives our economy has produced are such almost by inherent gift. How can we make sure that our gradually emerging executives more nearly meet these specifications.

Certainly, our leading schools of business lay valuable groundwork. But they cannot do the job alone. Earlier selection and closer association for "apprentice" executives with successful representatives of top management would undoubtedly contribute. But there is an old formula for teaching a dog tricks: First, get a dog that can learn, and second, get a teacher that knows more than the dog! Possibly the most constructive step American business can take is the wider development of executive training squads —provided the second requirement of the formula is met.

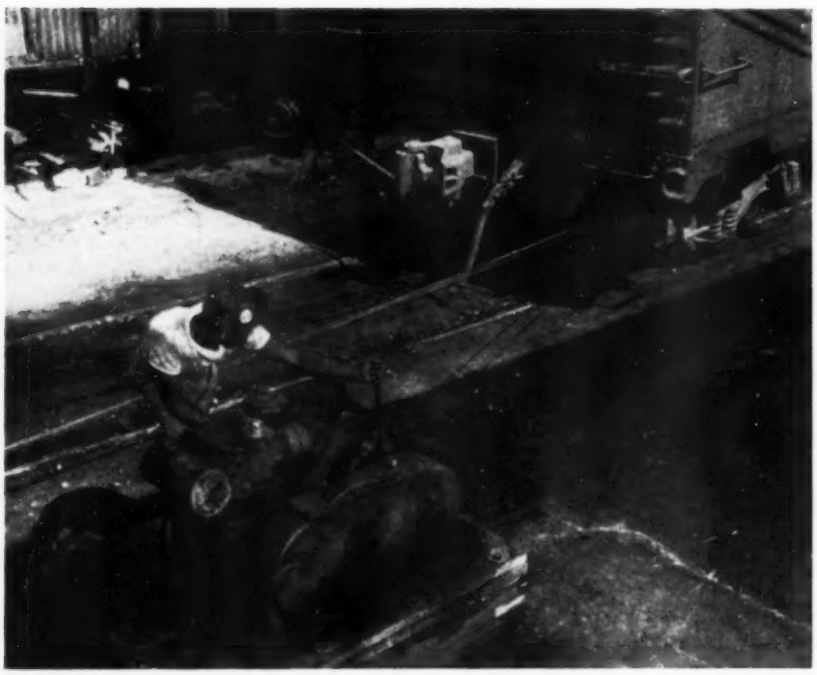
**This article appeared under the title "Five Abilities Essential to Executive Capacity" in DUN'S REVIEW and we are indebted to its author and the publishers of DUN'S REVIEW for permission to reprint.*

Percival Stern, President
Interstate Electric Co.



QUICK delivery of small e'ectrical supplies by motorcycle is offered to customers needing urgent service. At right is Executive Vice Pres. F. B. Stern.

Interstate Electric—New Orleans

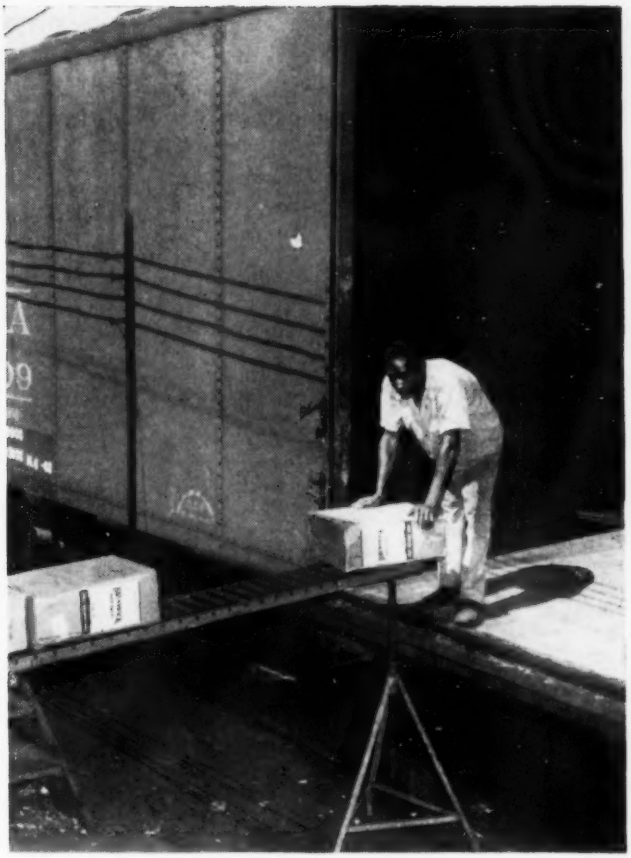


FREIGHT cars are moved about the yard and placed just where they are wanted for unloading by means of this small gasoline engine and winch at Interstate Elec.

SALESMEN for the Interstate Electric Company of New Orleans have no worries about their sales volume being held down because headquarters can't keep up with them. At Interstate's home office and warehouse, they've got the equipment and the know-how to handle all the orders that the salesmen can produce—and most important, handle them in a manner that pleases both the customer and the salesman.

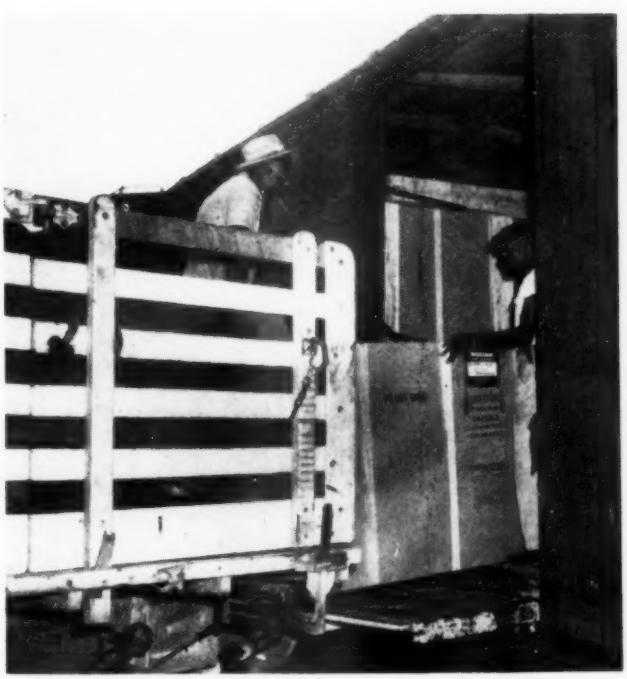
This is not due to any sudden changes in the operation and organization of Interstate Electric Company. The company has long recognized that there is an important relationship between bigger sales and lower costs. Its management realizes that carefully-planned, modern materials handling methods reduce the costs involved in accepting, filling and shipping orders. More than that, the company realizes that fast, efficient service on orders is essential

CONDUIT is stored just a few steps from the point where deliveries are unloaded and convenient to outgoing platforms.



UNLOADING operations are direct from car to warehouse through the use of continuous conveyor at Interstate Electric.

Its Equipment Encourages Sales



ITEMS for direct delivery are unloaded into a company truck immediately from freight car on a switch track in the yard.

AS incoming supplies from manufacturers pass along the continuous conveyor in the warehouse they are picked off and stored.

SAME continuous conveyor used for unloading is also utilized in filling orders. Warehouse workers are assigned certain areas.

VARIOUS departments such as the record section shown here feed ordered items to a collecting point for complete orders.

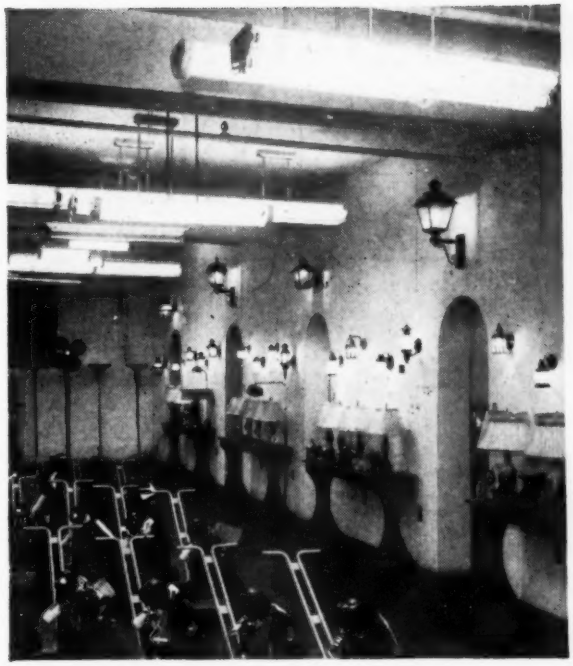
OUTGOING orders collected in boxes in the warehouse reach a checking point where order is carefully examined and compared for omissions. The box in which order is gathered has the customer's order number written on the side in chalk.

in helping its salesmen do a better selling job.

While Interstate Electric's salesmen are concentrating on building up their sales volume, they know that back at headquarters, the staff is constantly aware of and taking steps to improve the processing and handling of their orders. The net result of this program is, of course, bigger profits for the company and more benefits for its employees.

One of the main reasons for the success in this endeavor at Interstate is its resourceful and enthusiastic leader, Percival Stern. As president of Interstate for the past 37 years (before that he was a partner and general manager for 9 years) Mr. Stern has long been in favor of labor-saving, cost-reducing, efficiency-building devices installed in the wholesaler's warehouse.

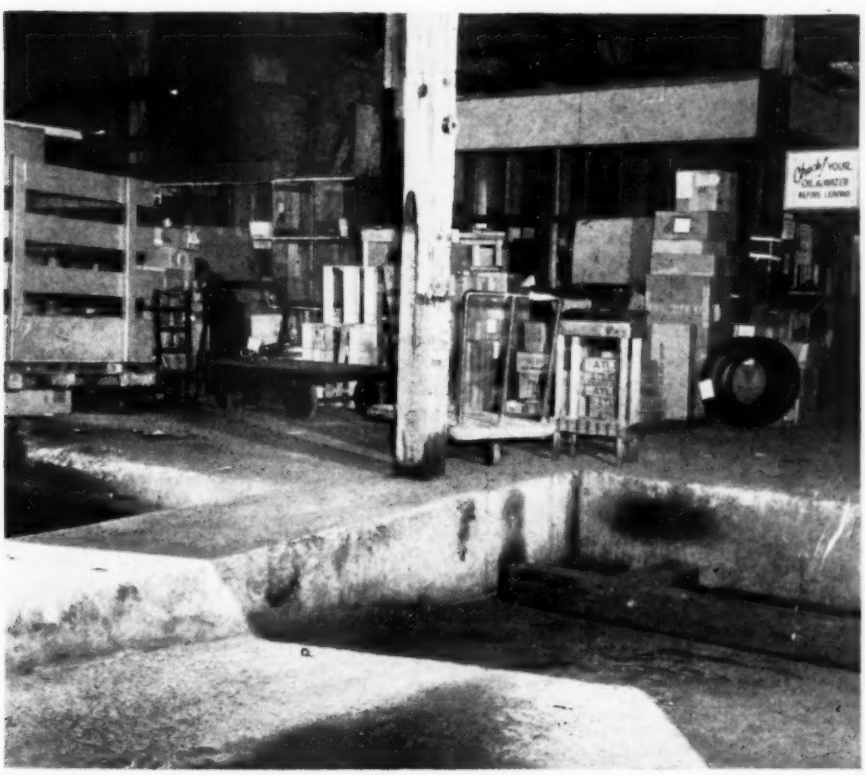
Some of the equipment which this veteran distributor has installed at his company's headquarters are shown on these pages.



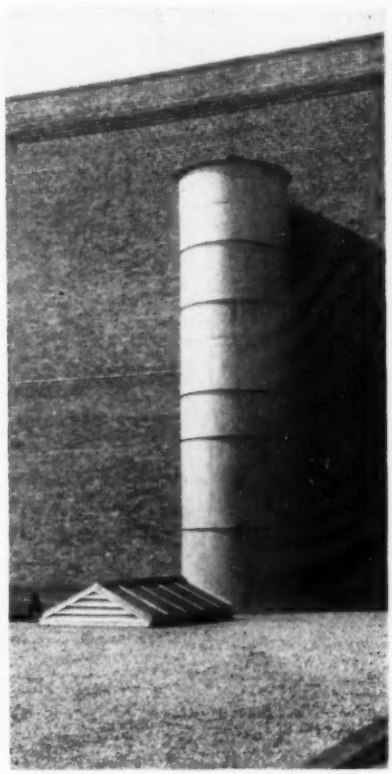
DISPLAY rooms are important in helping the salesmen sell, but warehousing operations are equally important.

From arrival to shipment, supplies at Interstate Electric are handled with modern warehousing equipment. Freight cars are "spotted" for unloading by means of a small gasoline-powered engine. Unloading is done quickly using conveyors and trucks equipped with power tail gates. As the goods pass through the stockrooms on conveyors, the warehouse crew pick them off and store them in their proper places. The same conveyors are used also to fill outgoing orders. A delivery chute which connects four floors in the warehouse and a modern loading platform complete with driveways recessed to platform level are other features of Interstate Electric's system for shooting out orders to its customers.

The company also features a motorcycle or "bullet service" delivery for contractors or other purchasers in need of immediate delivery on small items.

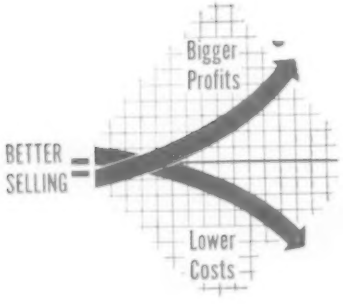


RECESSED driveways permit trucks to back in almost level with the loading and unloading platforms. This arrangement eliminated certain handling operation and equipment.



PLACING circular delivery chute outside saved precious warehouse space.

Smart Promotion Helps Salesmen Cut Selling Costs, Boost Profits



By William C. Pirie

The old adage that "you've got to spend money to make money" was never more true than in today's highly competitive market, but money budgeted for advertising and sales promotion must be wisely allotted and carefully expended. As a part of such a program, institutional advertising of the type discussed can be a valuable means of strengthening the relationship between wholesaler and customer

ACQUAINTING customers and prospects with changes in services, personnel, etc., is a continuing promotional job on the part of the electrical wholesaler.

DELIVERING the required goods at the right time, at the right place and at a fair price might well be a capsule definition of the wholesale function.

True as this may be from a purely analytical viewpoint, it neglects mention of one vital ingredient in the successful operation of the wholesaler — the individuals who make up the organization itself and whose daily efforts keep the company rolling.

For, on the personnel of the organization rests the responsibility of building the company's reputation and goodwill, of maintaining and improving the service it renders, of carrying the story of the company—its goods and its services throughout the territory served.

It is axiomatic in any line of business and at any time that the customer likes to know the organizations and the people with whom he does business.

Thus it is particularly important in the buyer's market that exists today to build up a more solid relationship with the customer by acquainting him more fully with the company—its personnel and its services. That's why a carefully planned expenditure of promotional funds to accomplish this purpose is a wise investment.

While it may seem illogical to discuss promotional expenditures when cost cutting is the order of

People MAKE an Organization

R. M. JOHANNESEN
President-Treasurer

Mr. Johannesen has been actively engaged in the electrical wholesale business for 25 years, starting out with the old Southern Electric Company of Richmond, Virginia as a stock clerk. This company subsequently became affiliated with a large National organization, and after experience in most of the office and warehouse jobs in that organization he was made manager of a branch house in Raleigh, North Carolina, and was later transferred to Charlotte, North Carolina.

He is a member of Illuminating Engineering Society, North Carolina Society of Engineers and Greensboro Engineers Club and is Chairman of the "Industrial Electronics Committee" of N.E.W.A.

CHARLES WELDON FIELDS
Vice President, and Manager—Supply Department

Mr. Fields has been actively interested in electronics, radio and electrical equipment for 17 years. He has been connected with this company and its predecessor for a total of 12 years except for 2 years leave of absence during the war when he was with Coastal Air Patrol in charge of radio apparatus. His first job with the company was counter man in the radio department, and for several years he was in charge of this department, before transferring his activities to the supply department. He is a member of the Greensboro Engineers Club and the Greensboro Radio Club.

W. W. MICHAUX
Assistant Treasurer and Credit Manager

Mr. Michaux has been active in bookkeeping and accounting work for almost 40 years, taking up his first duties shortly after his graduation from the University of N. C. He has been with this company and its predecessor for 12 years.

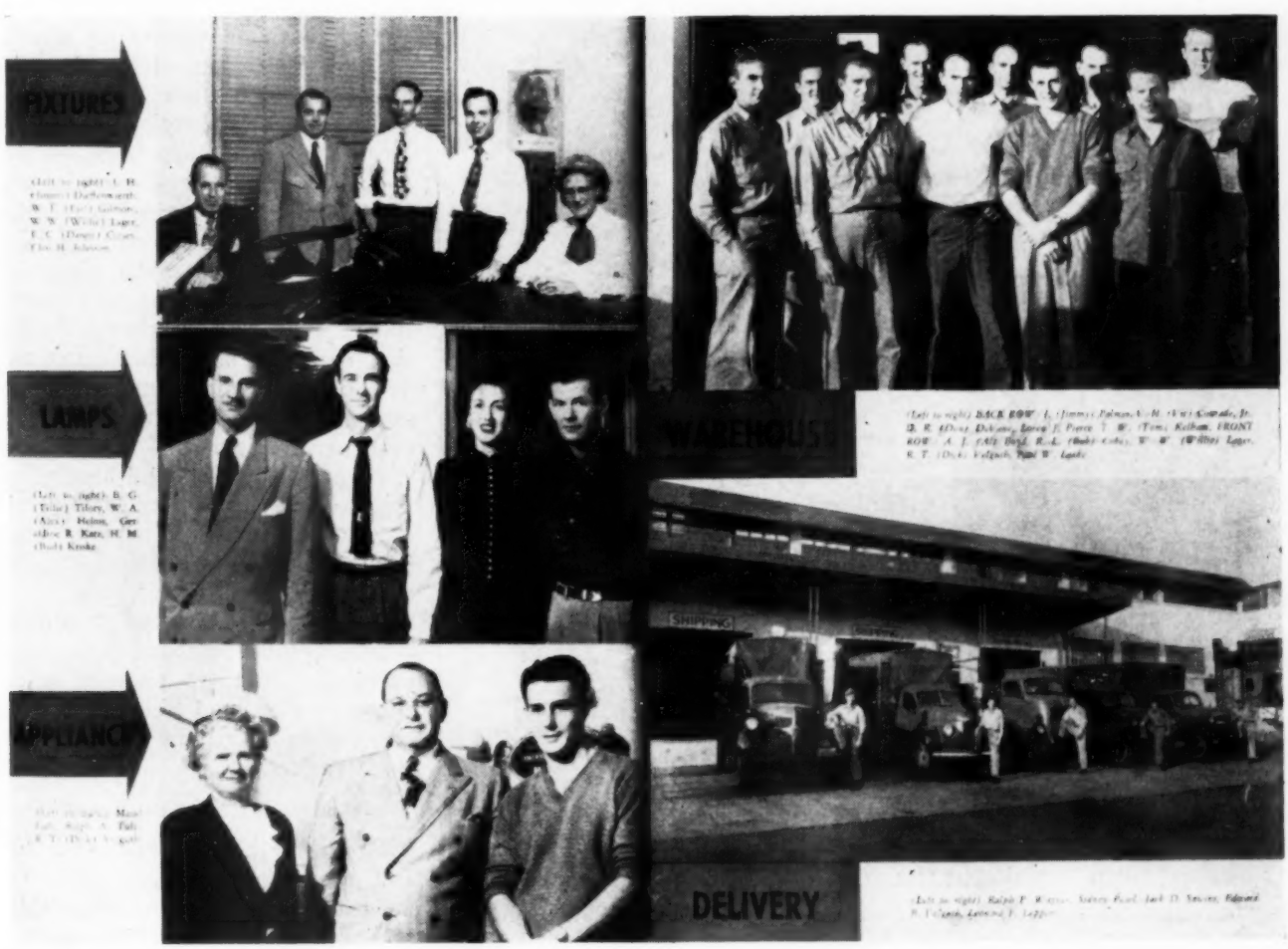
HENRY W. HUNT, JR.
Manager—Appliance Department

Mr. Hunt has had his amateur radio license for 14 years, and during that time has been active in radio service as well as more complicated electronic engineering for the Government during the war. He came with our company about 2 years ago as a sales representative in the appliance department, and was recently made manager of that department. He is a member of the Greensboro Radio Club.

A. W. GREESON, JR.
Manager—Electronics Department

Mr. Greeson has been active in amateur radio and has had his license for 17 years. He was in radio service for 14 years, before becoming associated with our company about 2 years ago. He is a member of the Greensboro Engineers Club and Greensboro Radio Club, and is active in the affairs of N.E.D.A., being the national director from the Carolina Chapter.

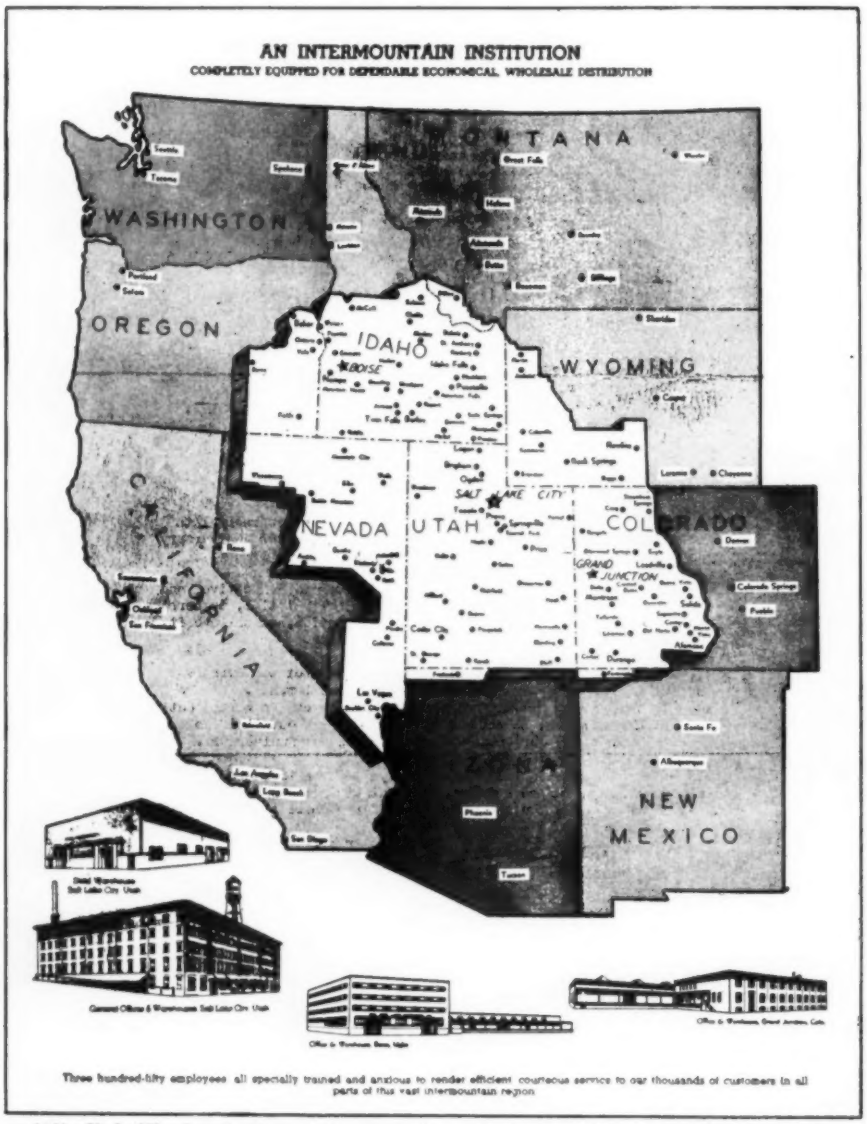
INTRODUCING the executive personnel of the organization is helpful in strengthening the relationships between company and client as done in this booklet spread by Johannesen Electric Co. of Greensboro, N. C.



OPERATING PERSONNEL takes a bow in this unique booklet by Hollywood Wholesale Electric Co., cleverly entitled "Family Album" and presenting the entire organization and its services in words and pictures.

GOOD SERVICE GETS BETTER!
You order before noon...
STORE HOURS 7:30 - 5 P.M.
CLOSED 12 to 12:45 P.M. AND SATURDAYS
We deliver Tomorrow!
EVERY EFFORT WILL BE MADE TO MAKE NEXT DAY DELIVERY ON ORDERS RECEIVED AFTER 12 NOON
The following trucks serve area indicated
WATCH FOR YOUR TRUCK
1 METEOR
2 MERCURY
3 SILVER STREAK
4 RED ARROW
5 ROCKET
6 COMET
HOLLYWOOD

TO ANNOUNCE its streamlined delivery set-up Ho'lywood Wholesale Electric Co. prepared and mailed its very effective "Zoned for Better Service" folder.



GOOD USE of valuable white space is made by the Salt Lake Hardware Co. with the area served clearly shown on the reverse of their letterhead.

the day, it is well to point out that it is vitally important to back up the salesman's calls on customers and prospects with material that will not only open the door but help keep it open.

Visible proof that electrical wholesalers everywhere are appreciating more and more how important the promotion of personnel and service is, not only to themselves but to the customer, can be found in the increasing number of booklets and brochures now being published for distribution to customers and prospects.

These booklets and brochures are designed primarily to accomplish two purposes: to better acquaint the clients of the electrical wholesaler with the members of the organization serving them and to build a clearer understanding of the services of the wholesaling house itself.

Institutional promotion of this type is one excellent means of creating a closer relationship and bringing forcibly to the customer's attention that he is being served by an entire organization, by a highly coordinated team, and not by just one salesman or counterman alone. To present in interesting and readable format the "team" that serves the customer is therefore of inestimable value and importance.

An appropriate booklet is also an ideal way of presenting in words and pictures the most recent physical changes that have taken place in the organization such as new showrooms, additional warehouse facilities, new and larger headquarters, new delivery equipment, or whatever may have been done to improve customer service.

From the booklets and brochures received we have selected several outstanding ones to show how printed material is being effectively used by electrical distributors.

All in all, such visual presentations, carefully planned and executed, can do much to build company prestige and review to the customer the current standing of the organization.

Presentation Must Be Factual

Reducing the personnel and the full operation of the company to a readable and understandable minimum is no easy task.

In introducing the members of the organization to the reader, the

simpler the presentation the more effective it will be. Executive's photographs, names and titles should be grouped and appear first in the correct order of importance. These should be followed by the department heads in the organization and then the group photographs of the staff members all properly identified.

In telling the service story, it is advisable to write down and completely analyze the operation of each department, viewing it from the customer's or prospect's viewpoint and describing it in terms of their interest.

One way to approach this problem is for the wholesaler to figure out just what he would like to know if he were in the shoes of the customer or prospect. It would be better, however, to discuss the problem with several customers, both large and small, and find out from them just what information they would like to have about the operation of the company.

A set of questions, carefully prepared in advance, will do much to facilitate and speed up such interviews and putting together the answers when the interviews are completed will furnish a solid base on which to build an institutional promotion. The electrical wholesaler must not be guided too much by what HE thinks the customer should know.

For example, it is quite conceivable that the wholesaler might think that the installation of a new inventory control system would be of little interest to those whom he serves or hopes to serve. Yet such an addition to his operation would easily reflect itself in improved service. With full knowledge and control of inventory and with the necessary safeguards when it drops to a minimum, the customer is protected from partial shipment of his order; he is secure in the knowledge that he can have his electrical supplies when and where needed.

Exaggeration must be guarded against in this type of presentation for the customer or prospect can quickly prove or disprove any statements or claims made in the promotional pieces.

Nor should the presentation be of too flowery a nature, filled with superlatives or glowing phrases. Make it completely factual and let the customer fill in the praise for services rendered when it is properly earned; the main point or theme should be the selling of the service and the personnel.

CHANGE OF LOCATION is important to both customer and company; Perry-Mann Electric Co., Columbia, S. C., uses pictures and a map to tell the story of its moving.

Good Photographs Important

Of prime importance in telling the story of the organization's personnel and service are the photographs used for illustration.

Good photographs mean good halftones and thus better reproduction, whether the printing process be letterpress or offset. If the photographs are poor or questionable do not use them; destroy them and get new ones.

Once again, as in preparing the promotional piece, planning the exact location and set-up of each photograph beforehand will result in maximum effectiveness in putting the story across pictorially.

A caution to be observed in taking photographs of the various service operations is to make certain that the pictures are not too obviously posed; for, if so, much of the picture's authenticity is destroyed.

Presenting Services Only

Many times the wholesaler is interested in publicizing some single phase of his service instead of doing an over-all presentation of his organization.

Here the same principles that govern the planning of the full presentation should apply, namely—make it factual and readable, use properly-taken photographs and tell the story in as few words as possible.

Perhaps it's a folder such as the one used by the Hollywood Wholesale Electric Company in announcing their new "Zoned Service" delivery system. This is the type of story that is vitally important and one that each and every customer and prospect should know since it represents a real customer benefit. It is equally important to the company also that such a constructive effort be properly publicized for to them it represents an investment in time and money in improving delivery service.

Note how impressively the story of this service is told pictorially with a minimum of words. A simple, two-fold, two-color job, the folder layout leads the eye quickly and easily through the entire presentation.

An example of effective simplicity is the announcement used by the Perry-Mann Electric Company in telling the story of their new location with the map showing their new headquarters in relation to the old, and the photographs of the new offices and warehouse.

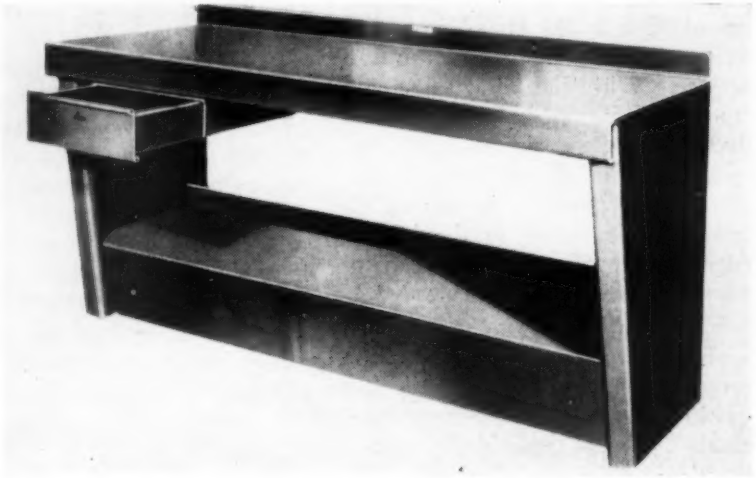
Cut Those Warehousing Costs

PAPER SHREDDER. Table model for use in shredding paper for protective packing or for destroying confidential papers. One h.p. motor, 14-inch throat with capacity of 600 lbs. per hour. Shredmaster Corp., 205 Willoughby St., Brooklyn 5, N. Y.

HAND TRUCK. Unique design has a third wheel with telescoping support which adjusts and locks instantly to the correct balance position for any type or weight of load. Melooz Mfg. Co., 4730 Avalon Blvd., Los Angeles, Calif.

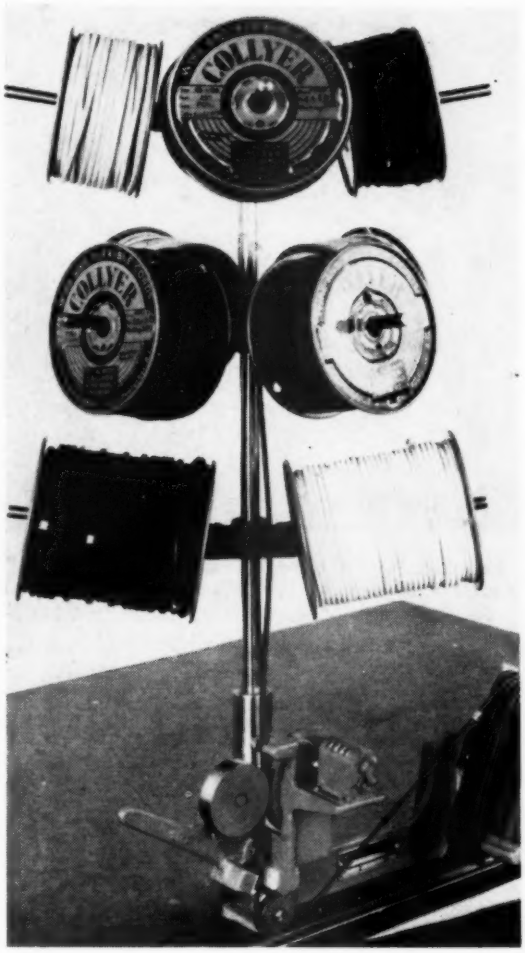
CRAWLER-TYPE HAND TRUCK. Moves on a crawler base or carriage equipped with continuous rubber belts. Simplifies movements of loads up and down stairs, over curbings, ramps, loading platforms, etc. By retracting the crawler base the truck may be operated on the two lower wheels. Front wheels have expansion type brakes. American Machine Works, Inc., Racine, Wis.

REEL RACK. An adjustable and reusable, double-tiered reel rack to save time in unreeling, metering and handling wire and cable. Gets reels off floor and securely racked in place. Unistrut Prod. Co., 1013 W. Washington Blvd., Chicago, Ill.

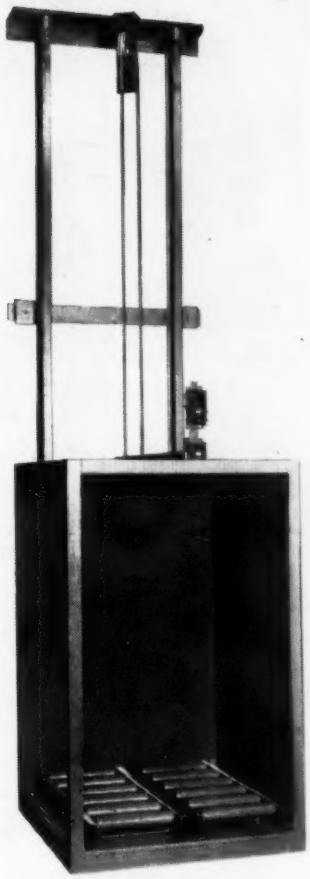


WORK BENCH. Sturdily constructed of steel, this bench comes 6' long by 34" high by 28" deep; legs are sloped back for working comfort; knockout for double electrical outlets are provided in front of each leg; pilfer-proof drawer is mounted on rollers; full base to floor; bench may be bolted to floor. Equipto, Div. of Aurora Equip. Co., Aurora, Ill.

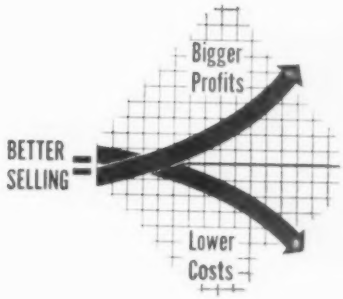
Use Time, Labor-Saving Devices

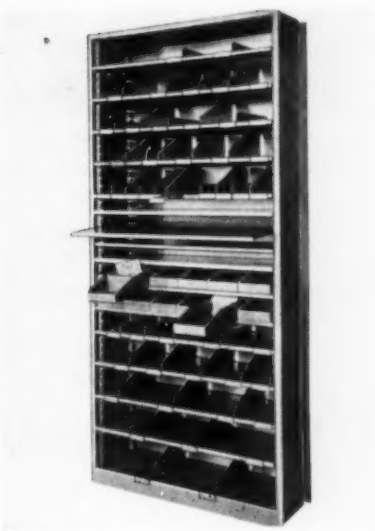


WIRE DISPENSER. Holds 10 spools of wire; wire is placed for winding and hanking; footage required is wound off and automatically measured in feet at the same time; wire or cord is cut by pressing hand lever. James L. Entwistle Co., Pawtucket, R. I.



DUMB WAITER. Automatic push button control; capacities up to 500 lbs. Speeds up to 40 ft. per minute. Sage Equip. Co., Buffalo 13, N. Y.





STORAGE BIN. Flexible design to meet parts storage needs; one unit is based upon assembly of back, sides, top and bottom measuring 36"x84"x12". Burroughs Mfg. Co., Kalamazoo, Mich.

STORAGE RACK. Racking is constructed of formed channel steel vertical frames, bolted or welded to desired specifications at the factory. Nut and bolt fittings, movable and adjustable in the formed channel members, are used to fasten the frames and horizontal members into any desired length or spacing. American Steel and Iron Works, 58th St. and S. Lowe Ave., Chicago 21, Ill.

STORAGE CABINET. A steel cabinet with aluminum drawers for storage of small items; spot-welded and painted gray; drawers are natural satin finish; available in 32-drawer and 64-drawer sizes. Kaytee Products, Canton, Ohio.

OF GROWING IMPORTANCE as a learning device in the classroom is the radio. Here a group listens to a "Magic Book" program. Paper hats on the children are used when they re-enact the program after hearing it. U. S. Office of Education photo.

Sell the Rapidly Growing Market For Classroom Radio Equipment

TO THE three "R's" of education for today's children has been added a fourth—Radio, and of growing importance this new "R" is.

Well-planned, well-used radio broadcasts supply valuable information, contribute to the student's social adjustment, increase the scope of the individual's interests and appreciation and promote creative self-expression through writing, music and art, according to a booklet entitled "Classroom Radio Receivers," published by the Radio Manufacturers Association.

Prepared by the RMA Joint Committee on Specifications for School Audio Equipment and the United States Office of Education, the booklet goes on to state that "the classroom radio receiver serves many purposes. It is the rural student's airway path to recognized centers of urban learning, and it is equally the city student's opportunity to learn from his rural neighbor. The radio is more than a device for equalizing educational opportunity. It offers advantages to all students in the enrichment and vitalizing of instruction."

Today there are about 22 million pupils in the elementary schools, 7 million in high schools and around 2 million in colleges and universities —a total of 31 million, or about 22 percent of the population of this country, attending school.

This vast group, already well-versed in the use of radio in the home, can develop a greater appreciation and understanding of radio through properly guided use of radio receivers in the classroom.

Such use can contribute to greater enjoyment in listening, a higher degree of comprehension of the spoken word, as well as developing in the pupil habits in discrimination both in the selection of the program to be heard and in the acceptance or rejection of ideas presented over the radio, for critically aware listeners exercise higher standards of acceptance of broadcast material.

School Radio As "Map Detective"

Sponsored by the Board of Education of the City of New York, a series of "map detective" broadcasts over the board's radio station, WNYE, has received much attention.

The purpose of this series was to arouse in pupils of both elementary and junior high school ages a greater interest in geography and world events by locating the scenes of these

international events on a map.

Each pupil was furnished with an individual map and as an announcer at the board's radio station read news reports from the day's papers the children would try to find the same places on the map in front of them. The first child to signify that he or she had located the scene of the event on the map would raise his hand and was permitted to go to the front of the room and point out the location on a large wall map.

This is but one example of the use of the classroom radio receiver as a valuable supplemental aid in teaching. Continued and expanded use of this medium in this manner can do much to make the pupil a more skilled and appreciative listener and prepare him or her for a more worthwhile civic life now and in later years.

The electrical wholesaler and his salesmen can perform an important part in promoting the use of classroom radio receivers as a teaching supplement by working with their dealers and with those who are responsible for the purchase of these radio receivers.

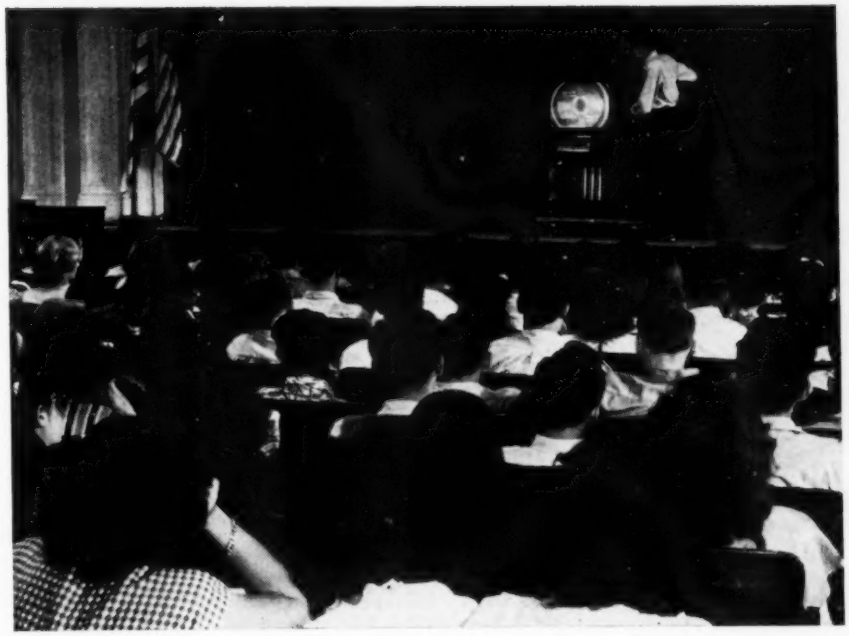
Listed in the R.M.A., U. S. Office of Education booklet, are several considerations for purchase that should be closely observed:

1. *Performance.* There are many factors which combine to determine performance of classroom receiving equipment. These include power output, frequency response range, selectivity, sensitivity, size of speaker, type of antenna, and all must be taken into consideration in order to evaluate overall performance.

The wholesaler should see that those purchasing realize that time and effort spent in detailed performance tests of available equipment will result usually in their securing suitable and efficient receivers.

2. *Operation and portability.* An "on-the-spot" comparative test will also focus the attention of the purchaser on the importance of considering in advance such factors as ease of operating and tuning, manual vs. push-button tuning, proper identification and protection of tuning controls, the type of antenna required and the necessary length for the power line cord.

If portable equipment is under consideration, factors of weight, dimensions and case structure are important.



TELEVISION furnishes a valuable addition to the classroom use of radio in tying in with current events, music, science and civics. RCA Victor photo.

It should be pointed out that often it will be economical and expedient for the purchaser to choose a type of standard receiving set which meets the majority of the requirements of the individual school, within reasonable limitations.

3. *Safety design and servicing.* All receiving equipment chosen for the comparative test should be so designed as to eliminate, insofar as possible, injury to the equipment itself and to the operator or servicing individual. It should also permit easy accessibility for quick servicing as well as the assurance that there is a sufficient supply of replacement parts.

These considerations plus a fourth, integrity of manufacturer, are factors to be kept in mind so that the purchaser will be assured of receiving a product properly designed for its intended application.

Technical Considerations Are Important

Under the subject of technical considerations there are several to be observed both by the salesman and by the purchaser:

1. *Antennas.* It has been found generally necessary in a school building to use a receiver which has terminals for coupling an outside antenna. This is due to the great amount of steel that goes into construction and also because there is more electrical equipment that may create static noises within a school building than in the average home.

Therefore for best reception of FM or AM signals, including shortwave, the antenna system should be placed outdoors and high above the building.

2. *Circuits.* It is recommended, wherever possible, that receivers be obtained which have one or two stages of RF amplification built into them ahead of the first detector.

3. *Audio.* If the audio and loudspeaker system will not reproduce the full range obtainable with FM, it becomes the limiting factor in fidelity.

The speaker mechanism itself may be good, but the baffle or cabinet in which it is installed may be too small and hence may be acoustically incorrect for proper response. For music appreciation classes, then, and other applications where full range reproduction is desired, speakers in large baffles approaching console size, or console receivers should be used.

Where portability is required, the baffle area should then be as large as possible consistent with possibility.

In this market the wholesaler and his salesmen should constantly remember that the quality of the radio equipment selected for classroom use has a direct bearing on the student's educational growth achieved through the use of this teaching supplement. Therefore extreme care and caution must be observed in the recommendation of equipment.

Electrical Wholesaling's CAMERA CLICKS

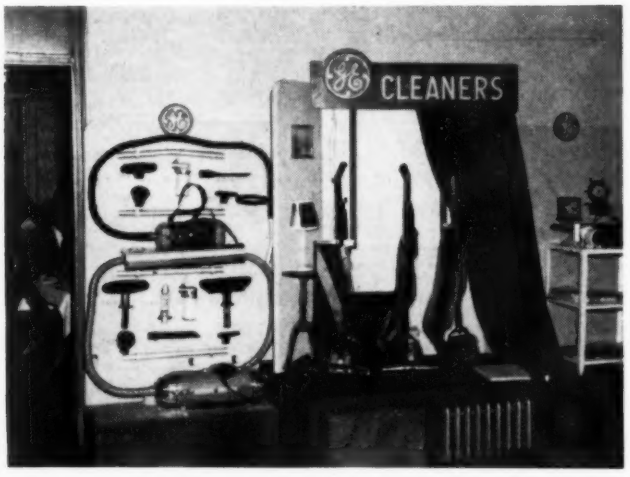
At Newark, N. J.

● "Berth of a merchandising idea" was the phrase used by the General Electric Supply Corp. branch at Newark, N. J., to describe its ten-day open house program for dealers. The purpose of this promotion was two-fold: To show dealers new display ideas for appliances; and to encourage dealers to bring their customers to the branch to witness electrical merchandise in actual use.

● The open house was divided into three phases. The first three days were set aside for Hotpoint accounts, the next four for radio and television accounts, and the last three days for all other appliance accounts. Dealers were invited by types of accounts.

● The philosophy behind the open house was summed up by Carl J. Schlaick, district manager, who stated: "Our new facilities are there for the dealers' use, and if they do not make use of them, the facilities will not mean very much to us as a distributor."

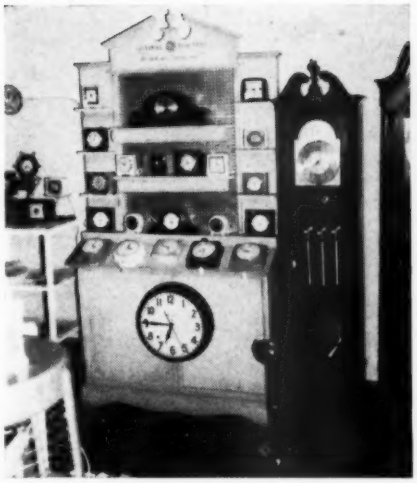
CONFERRING on progress of open house are District Manager C. J. Schlaick (right) and Dave Klein, radio sales manager.



SALES appeal of the type achieved by logical and orderly presentation of product was featured by many of the displays.

"PLUS" service is extended by wholesaler to dealer when the latter can take a prospect to see an appliance that he cannot economically display, according to G.E. Supply, Newark.

SELLING points of a vacuum cleaner are briefed for the benefit of George Purdy (left) and Jim Hargis (center)—both inside salesmen—by Henry Schmidt, outside salesman.



WHOLESALER showed dealers how displays can be styled to stimulate sales.

FEASTS — food for the stomach, as well as displays for the eyes — were provided noon and night for the dealer guests attending the G.E. Supply open house at Newark.

DEALERS proved to be in the market for new display ideas. Their reactions to the open house were: "Very complimentary."

GLEAM and polish of products in this display get dramatic build-up from fluorescent fixture incorporated in the display.

SALESMAN Lou Tischler (center) tunes in video set while Joe Holzman (left), also of G.E. Supply, and customer watch.

END of perfect open house day is enacted by Salesman Tony San Giacomo (right), shown with his order pad in readiness.

A MAJOR FACTOR in the development of lighting sales is a well arranged and plentifully stocked showroom.

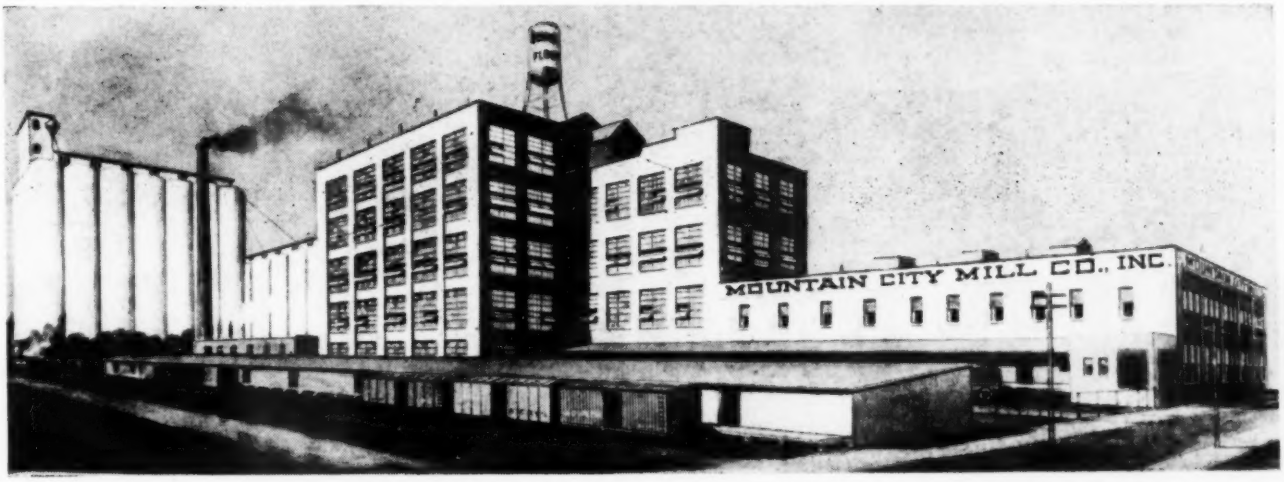
Scott's Lighting Showroom Speeds Selling Dealers and Contractors

LIGHTING is big business for the electrical wholesaler and Scott Electric Company of Greensburg, Pa., is going to make it bigger and better in the area they serve through the use of their new $25,000 lighting fixture showroom.

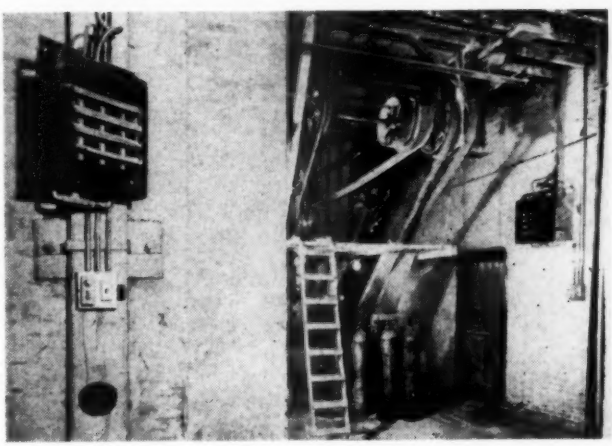
The company has built and maintained its high volume of fixture sales by attaining the full cooperation of dealers and contractors. According to Samuel Scott, president of the firm, "We post the dealers and contractors on all new building projects in this area and route the commission of each sale to them. Customers coming into the showroom on their own must contact their contractor or dealer before they are even quoted prices."

UNCROWDED DISPLAY of lighting fixtures with no wires visible gives prospect an unhampered view of the complete line. Lightolier photos.

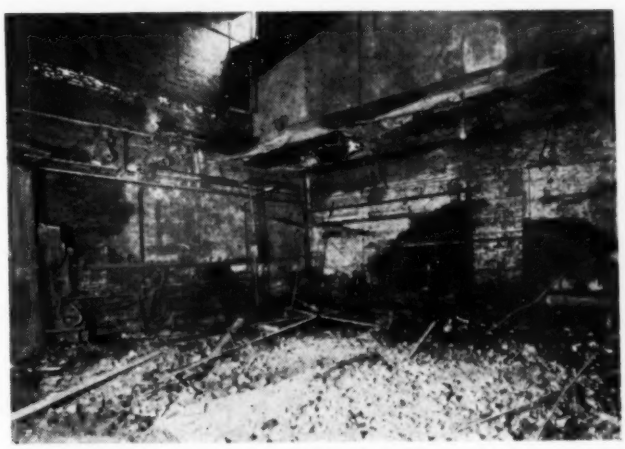
The showroom, which is one complete floor devoted to lighting fixture stock, has been designed to support the efforts of dealer and contractor in the promotion of better lighting. Over 500 fixtures are on display, each permanently mounted as it would appear in a customer's home. Spaciously arranged so that they may be lighted in groups all fixtures on display are kept in stock for rapid delivery.



ELECTRIC UNIT HEATERS, thermostatically controlled replace the old heating system in this large textile mill.



TYPICAL OF THE INSTALLATION is this unit, with thermostat controls below, supplying heat only when needed.



FORMER BOILER ROOM is now available for productive purposes thanks to unit heaters. Electromode Corp. photos.

All-Electric Unit Heaters Prove Efficient for Large Plant

WHEN officials of the Mountain City Mill Company, Chattanooga, Tennessee, put in their new plant heating system, they found a way to cut heating costs appreciably, control temperatures better throughout the plant, and make more space available for productive purposes. They also helped to prove that, in areas where power rates are comparatively low, electrical space heating is coming into its own.

Company officials first experimented by heating several areas of their plant—a large flour mill—with Electromode all-electric unit heaters.

As a result of this preliminary test, the mill's old heating system was removed and 50 Electromode unit heaters, provided with thermostatic control, were installed.

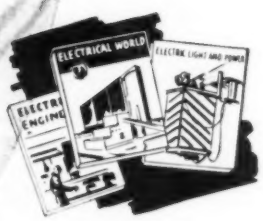
Mountain City Mill Company thus became the Tennessee area's largest single user of electricity for space heating. The main mill has five floors, with insulated ceiling and tight-fitting windows and doors. The mill was heated 24 hours a day, seven days a week during the winter months. The connected load for the mill's 598,650 cubic feet is 655.5 kw. with 50 heater units ranging in capacity from 7.5 to 20 kw. It was found that this load could be operated for a large part of the time off the peak of the 900 kw. demand of the mill's productive equipment.

The first full heating season with these heaters showed an appreciable saving in plant heating costs.

Thermostatic control of the heaters tended to eliminate unnecessary operation and reduce waste, since each heater operates only when heat is required in that particular area. All electrical energy is converted 100 percent into heat, distributed by means of fans and adjustable deflectors. No current is used by the heaters when not "on," and there is no heat lost enroute to heaters.

Another important cost factor considered by Mountain City Mill Company was maintenance of piping and fittings.

Can a Salesman make 5 calls at *One* time?



We say yes, but some harried sales managers might say . . . "oh, yeah," with tongue in cheek of course. Some wholesaler salesmen might chase us out of the county for even raising the question. But the sales staffs of all Burndy Stocking Distributors can and are MAKING 5 CALLS AT ONE TIME! Backed by the new Burndy Sales Promotion Plan they are effectively increasing connector sales through—

1. **personal calls assisted by Burndy salesmen in the industrial-contractor markets.**
2. **Burndy advertising in electrical publications.**
3. ***personalized* direct mail consumer advertising completely provided by Burndy.**
4. **attractive point-of-sale display material.**
5. **intensive sampling and demonstration.**

GET THE BURNDY STORY!
It's brief, it's interesting, it helps you sell! Just drop a line to connect with the Burndy Representative in your territory.

BURNDY CONNECTORS

BURNDY ENGINEERING CO., INC. NEW YORK 54, N. Y.

ELECTRICAL WHOLESALING News

New Name Announced For NEMA Appliance Section

NEW YORK—"Electric Housewares Section" is the name selected to replace Domestic Appliance Section as the title for that group of manufacturers in the National Electrical Manufacturers Association producing such items as flatirons, coffee makers, fans, heating pads, toasters, etc., it was announced recently.

The name that would correctly describe these products and which would be uniformly used throughout the industry has been a serious problem before the former Domestic Appliance Section of NEMA for a long time. In the last year that group has conducted a nationwide poll of all segments of the electric appliance industry which brought in about 2,400 ballots from dealers, distributors and manufacturers.

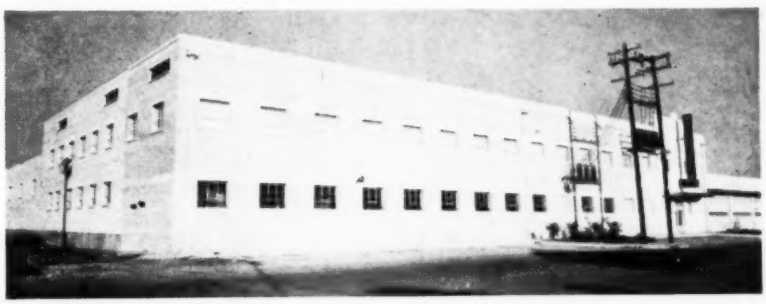
Selection of a name that would adequately designate these electrical appliances was discussed in national manufacturer and distributor meetings. (Electrical wholesalers attending the Appliance Division meetings at last May's Cincinnati convention of the National Association of Electrical Distributors, formerly National Electrical Wholesalers Assn., will recall that they were asked to vote for their respective choices.) The final choice: "Electric Housewares."

Among the reasons presented by NEMA for the selection of this name and for the encouragement of its industry-wide adoption are these:

1. Such tags as "small appliances" and "minor appliances" might describe the size of some of the items, but they certainly don't do justice to the size of this appliance market which in 1948 accounted for retail sales of more than $600,000,000.

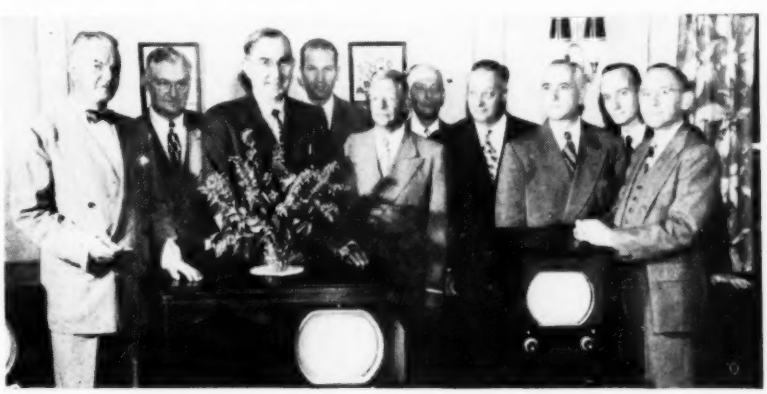
2. The name "traffic appliances" does not tell the consuming public that it means such items as broilers, electric bed coverings, waffle makers, etc.

3. The designation of "electric housewares" catalogs these items as electrified conveniences for the household and identifies them as products which are generally carried in the housewares departments of retail stores.



THIS is the new Dallas general office and warehouse of the Westinghouse Electric Supply Co. Total floor space is approximately 70,000 sq. ft.

"PLANNED SELLING" was the theme of the semi-annual general sales meeting recently held by Raybro Electric Supplies, Inc., electrical wholesaling firm with headquarters in Tampa, Fla. The two-day meeting took place at Raybro's lake place near Tampa.



WHEN Sylvania Electric Products, Inc., recently introduced its new television sets to the press, the following executives of the company were on hand to help launch the line: (Left to right) D. H. Tyson, controller; W. E. Poor, chairman of the board; H. W. Zimmer, vice president of operations; G. R. Holden, vice president and assistant to the president; R. H. Bishop, vice president in charge of sales; J. S. Learoyd, secretary; L. Bagg, sales manager, Colonial Radio Corp., wholly-owned Sylvania subsidiary which manufactures the Sylvania television sets; H. R. Shaw, chief engineer of television design, and J. Quick, executive vice president—both of Colonial Radio Corp.; and Dr. R. M. Bowie, manager of the Sylvania physics laboratory.

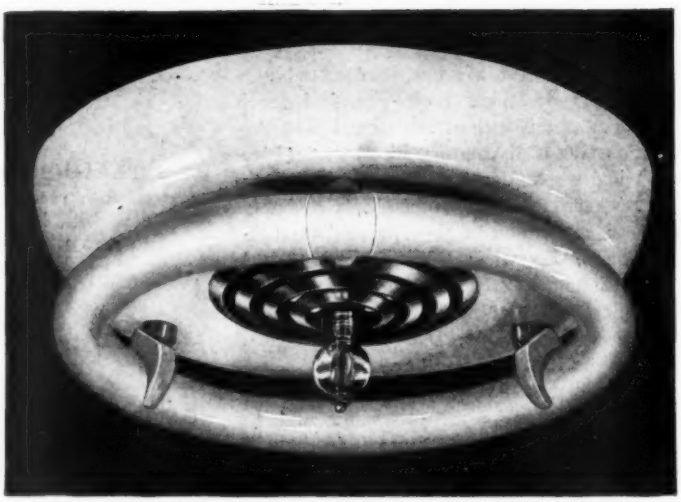
INSTANT START CIRCLINE FIXTURES AT NO INCREASE IN PRICES!

fully U. L. approved

It's *brand new* . . . and once again Compco scores a scoop for you. Now, get instant start lighting, with all its wonderful features, at the same price you've been paying for regular circline. Remember, with instant start *there's no waiting, no flicker, and no starters to replace.*

Hurry! write for complete price list. Your orders will be shipped promptly.

MEMBER NEMA



MODEL 495 Illustrated is one of the many smartly styled Compco circline fixtures. Write for brochure illustrating this and other models.

Compco CORPORATION
THE FINEST IN FLUORESCENT FIXTURES
2251 ST PAUL AVE., CHICAGO 47

Another C. Q.* product
*Compco Quality

Allocations Ordered As Appliance Sales Climb

After a shaky start in the early months of 1949, sales of electrical appliances have stepped up considerably in recent months and will probably finish out the year at a better than average rate. Better selling, better prices, better promotion and easier credit have returned the market for appliances to a point where shortages and allocations are again the byword in many sectors.

Recently one large manufacturer of traffic appliances placed nine of its eighteen items on allocation. According to a spokesman for the company, the move was necessary because the jump in sales since July has eaten up all factory stocks and production is now behind orders.

It is interesting to note that only three of the items allocated by the manufacturer are new models. Distributors were urged to get orders in early for the closing months of 1949—the so-called holiday season, when there is always a general shortage of traffic appliances.

The orders that poured into appliance manufacturers throughout the country emphasized that distributors and dealers were encouraged by the upturn in sales that started in August and suggested that most of them expect an excellent holiday business.

Most distributors, dealers and manufacturers agree that lower prices started the sales of major appliances back on the road to a fast recovery. The fact that some dealers and distributors actually ran out of stock in some parts of the country indicated that the consumers surprised them with such a heavy wave of buying after months of holding off.

A number of major appliance producers have called back to work employees laid off earlier in the year. Overtime and additional shifts have been started in some plants to meet the heavy demand.

NAED Program To Aid Student Businessmen

NEW YORK—In the interest of fostering the work of the Junior Achievement movement, the National Association of Electrical Distributors has announced that it will sponsor several scholarships to be awarded to J. A. students who establish the best records in their electrical "companies," according to a recent announcement by Charles G. Pyle, managing director.

A highlight of this new program will be the selection of one of the award winners to be an honored guest at the annual convention where he will be presented with a special plaque by the association.

The NAED Junior Achievement program was initiated at a meeting of a special committee under the chairmanship of F. E. Stern, Stern & Co., Hartford. Other members of the committee are: D. Lyle Fife, Fife Electric Supply Co., Detroit; E. B. Ingraham, Times Appliance Co., Inc., New York; A. H. Kahn, General Electric Supply Corporation, Chicago, and Herbert Metz, Graybar Electric Co., Inc., New York.

At the conclusion of the committee meeting Mr. Stern stated that "in my opinion the Junior Achievement work

(*Continued on page* 111)

50 Years In Electrical Wholesale Distribution

John L. Owen
Treasurer and General Manager
E. B. Latham & Co., New York, N. Y.

NEW YORK—A half century of service to the electrical industry was celebrated recently by John L. Owen, treasurer and general manager of the E. B. Latham & Co., wholesaling firm in this city.

The event was noted by industry members in the Greater New York area by a testimonial dinner held at the Waldorf-Astoria Hotel and sponsored by the Electrical & Gas Association of New York.

Mr. Owen started working at the age of 12 as a slate picker in a coal breaker for the Lehigh & Wilkes-Barre Coal Co. Evidently the coal company discovered, as the electrical industry was to later, that John Owen was a diligent and earnest worker. He was promoted to coal inspector and at the age of 17 became colliery clerk for the company.

Despite 10 hours of work each day at the coal company, Mr. Owen managed to attend night school at Woods Business College in Wilkes-Barre. A few years later he became a bookkeeper for the Kress Stationery Co. and S. H. Kress & Co., and in 1899 secured a position as bookkeeper for the E. B. Latham & Co., then located at 136 Liberty St., New York.

In 1902 when the company was incorporated, Mr. Owen was elected treasurer, and a few years later added the title of general manager. He serves the company in those capacities today.

Looking back at the electrical wholesaling industry during his fifty years of association with it, Mr. Owen says:

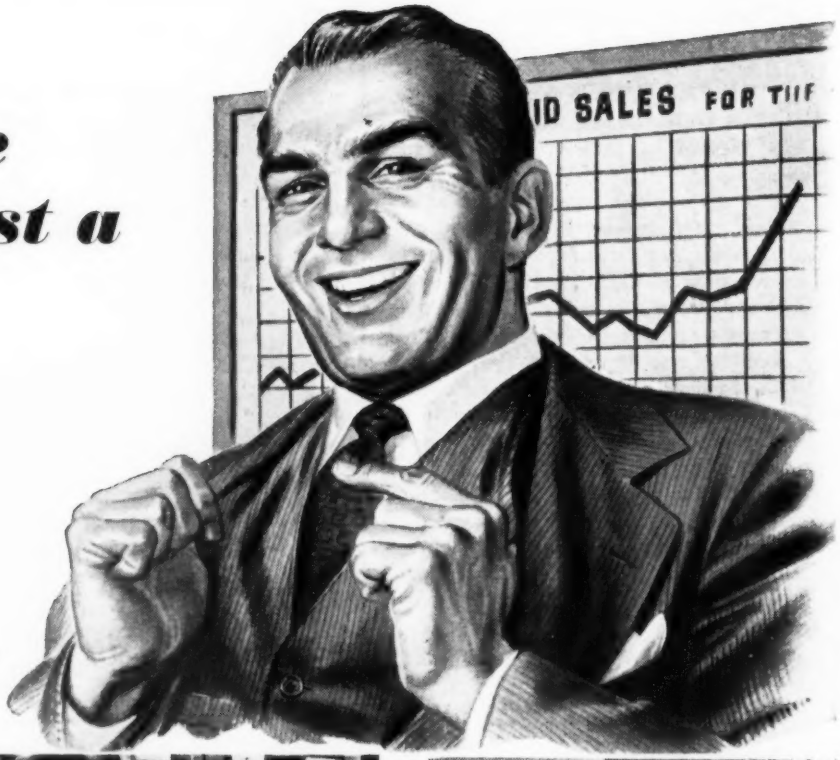
"During the early days the wholesaler had a tough time trying to show a profit but with the advent of radio, and the wonderful strides made in the development of large and small electrical appliances, volume and profits grew.

"Today, the picture for the future looks bright, and with the improved selling methods, increased advertising of home appliances, the volume should continue to grow all over the country."

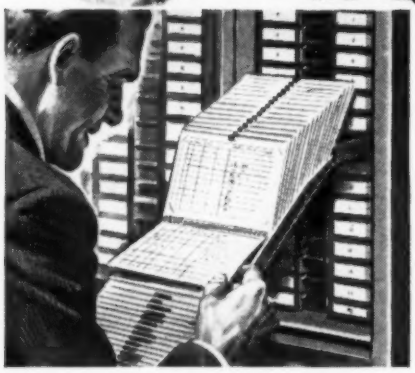
Mr. Owen was elected president of the Electrical Jobbers Club of New York in 1920 and served six years on the executive committee of the National Electrical Wholesalers Association (now N.A.E.D.).

"So you're up against a sales slump!

Here's how one distributor met THAT problem...



"WE PIN-POINT PROFITABLE PROSPECTS— At our regular sales meetings we select our most profitable groups of accounts, and plan our "push" accordingly. Our Sales Record shows us just where to concentrate effort . . . shows it fast and automatically because visible signals highlight all key facts. Results . . .

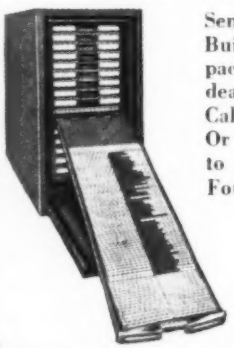


"WE GET THE MOST FROM EACH ACCOUNT— Competition never gets a chance to move in. Our Kardex Record reveals what scheduled calls have not been made, where sales are below potential. It even indicates the probable current needs of each account. Don't think customers aren't impressed with the service!

"WE MAKE MORE CALLS— Acquire more outlets for our lines. That Kardex Record of ours does just about everything but make a salesman's calls for him. It automatically prepares his selling angles, helps him plan each day, gives him more free time for seeking new accounts, reselling marginal ones.

"WE MAKE BIGGER PROFITS— The company does—and so do the salesmen! I suppose the secret of it all is selective selling, fewer wasted calls. Not to forget our Kardex *Visible* System—it never lets us forget WHO, WHEN, WHAT, to sell."

Here's the answer to your Sales Problems . . . *FREE!*



Send today for your copy of "How to Build a Profitable Sales Program". It's packed with facts, methods, ideas for dealing with today's market conditions. Call the nearest Remington Rand office. Or write on your business letterhead to Systems Division, Room 1174, 315 Fourth Avenue, New York 10, N. Y.

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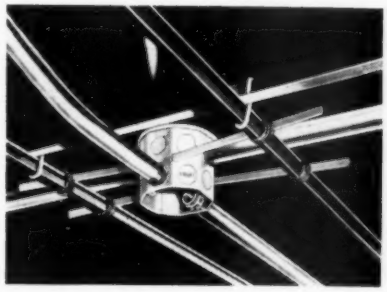
NEW PRODUCTS you can SELL



CEILING BOX

This ceiling box, with top rigidly fastened to body, is fabricated of hot dipped galvanized sheet steel and furnished with 18-in. bars. It is slotted for insertion of the two parallel bars along which it may be moved for adjustment to desired position. Box is automatically locked in place by a slight outward expansion of the bars which are then tightly fastened to the supporting framework. Box is fitted with an upper row of knockouts which permits conduit to enter over the grid structure at eight different angles, and a lower row which permits conduit to run parallel with the channels.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Recommended by manufacturer for use with the modern suspended ceiling in building construction. M. B. Austin Co., Northbrook, Ill.

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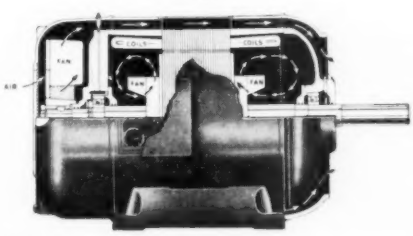
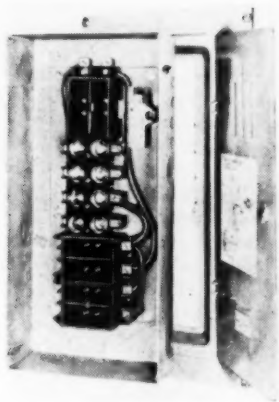


MOTOR

This ball bearing motor with totally enclosed motor housing is air cooled as follows: Air is drawn in through the external hood, passed over the stator core and out over the pulley bearing, while small fan blades on the rotor serve to circulate the air inside, transferring the heat to the frame and endbells. Motor is polyphase, 50 or 60 cycle, squirrel cage induction type with high torque and low starting current. It is available in sizes from 2 to 60 hp.

● POTENTIAL MARKETS: Electrical contractors, and industrial, commercial and rural buyers. Valley Electric Corp., 4221 Forest Park Blvd., St. Louis 8, Mo.



SWITCH

This dead front triple pullout combination service entrance switch and panel is equipped with 110-amp. main lugs feeding the 60-amp. pullout switch, which energizes from four to twelve lighting circuits. The branch circuit block will accommodate fuses of the non-tamperable type. The two appliance pullouts are internally wired in parallel with the main lugs, are available for either 30 or 60 amps, and are non-interchangeable to prevent overfusing. Unit is enclosed in a steel cabinet, available for either surface or flush mounting.

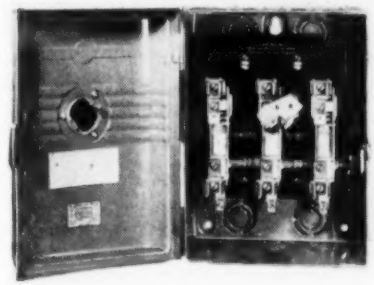
● POTENTIAL MARKETS: Electrical contractors and residential, commercial, industrial, institutional and rural buyers. Recommended by manufacturer for use in residences requiring electric range and water heater, and as a feeder panel in stores, lofts and factories. General Switch Corp., 49 Roebling St., Brooklyn 11, N. Y.

●

CLOCK-DOOR CHIME

A clock-chime combines a self-starting electric clock and a two-tone door chime in a neat metal case finished in white refrigerator enamel and trimmed with chromium. It can be used in conjunction with a standard clock hanger outlet. The clock, made by one of the nation's oldest clock manufacturers, has a silent, sealed-in-oil mechanism. Face of the clock is standard kitchen size, five inches square. The door chime is a high-volume resonator type that sounds two notes for the front door and one for the rear. The clock-chime measures 9 inches high, 8½ inches wide and 3⅛ inches deep.

● POTENTIAL MARKETS: Electrical contractors, and residential, commercial and rural buyers. Liberty Bell Manufacturing Co., 128 Line Ave., Minerva, Ohio.



SWITCH

This high capacity interrupter switch features an arc-quenching design based on a magnetic repulsion action. The actuating mechanism provides positive quick-make, quick-break action by means of a roller-cam, multiplying linkage design combined with a powerful spring. Other features include: Center-front operation permits close ganging; poles are self-contained switching units; front fusing allows a compact enclosure and yet leaves ample wiring space. Manufactured in 30, 60 and 100-amp. sizes, the switches are approved by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors and industrial buyers. Recommended by manufacturer for use in modern high capacity industrial distribution systems. The Trumbull Electric Mfg. Co., Plainville, Conn.

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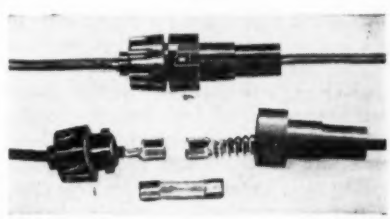


FUSE HOLDER

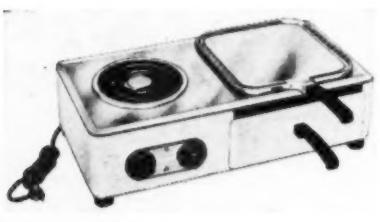
Utilizing the principle of a tube socket contact of proper diameter, this fuse holder is designed for in-the-line service in electrical and electronic equipment. Positive contact is assured by attaching the wire lead to the socket-type contact by a solderless crimp connection, thus making these two parts an integral unit, according to the manufacturer.

● POTENTIAL MARKETS: Electrical contractors. Commercial and industrial buyers. Hugh H. Eby, Inc., 4730 Stenton Ave., Philadelphia, Pa.

CAPACITOR

This electrolytic motor starting capacitor is designed for mounting in flat spaces such as the bases of electric motors and in shallow spaces such as the bases of electric fans. The container is a rectangular aluminum can with a cover that is hermetically sealed to the body with a double seam. Two terminals are brought out at the narrow end of the flat surface of the can body. Unit measures 3⅛ by 4-15/16 by ⅝ inches. Available in the four following capacities, each with the same overall dimensions and rating of 110 volts a.c.: JPZ 95, 88-106 MFDS; JPZ 110, 107-129; JPZ 145, 130-157; JPZ 170, 158-191. Fibre insulating covers are available for units.

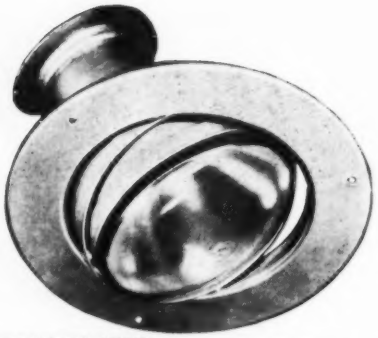
● POTENTIAL MARKETS: Electrical contractors, and residential, commercial, industrial, institutional and rural buyers. Recommended by manufacturer for use in home shops for drills, planers, saws, etc. Cornell-Dubilier Electric Corp., South Plainfield, N. J.



ELECTRIC COOKER

This electric cooker has a stainless steel top deck and a heating element that swivels up for easy cleaning. Other features include: Interlocking three-heat switches that prevent simultaneous use of both burner's "highs"; cast aluminum frying griddle; broiler drawer fitted with aluminum pan and two-position broiling rack; baffle plate for use over square element; heat-retarding plastic handles. Unit measures 22¼ by 15¾ by 7 inches, is finished in baked-on white enamel, and operates on 110/120 volts a.c. only. It is listed under the re-examination service of Underwriters' Laboratories.

● POTENTIAL MARKETS: Electrical dealers, jewelry and furniture stores. Residential, commercial, institutional and rural buyers. The Swartzbaugh Manufacturing Co., 1336 West Bancroft St., Toledo 6, Ohio.



SPOTLIGHT UNIT

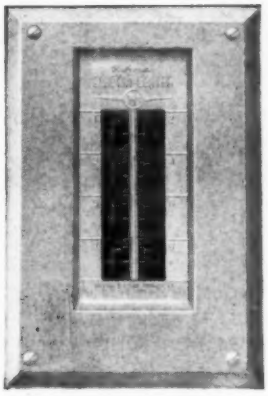
This recessed spotlight unit features a flexible adjustment in all directions. It accommodates R-40 or PAR 38, 150-watt lamp and is equipped with socket and metal shade to protect lamp. Approved by Underwriters' Laboratories, Inc., unit is finished in baked white enamel and fits regular 4-in. box.

● POTENTIAL MARKETS: Electrical contractors, and commercial and institutional buyers. Recommended by manufacturer for use in lighting windows, interior displays, wall cases, etc. L. J. Segil Co., 2500 W. North Ave., Chicago 47, Ill.

FIXTURE HANGER

This fixture hanger is manufactured with a pair of snug fitting clips which hook firmly to the ears of the outlet box, supporting fixture in the event mounting screws work loose or rust through. Equipped with pear-shaped screw holes, the hanger may be mounted in place without removing screws from outlet box. After screw heads clear holes, a ten-degree turn locks the hanger in place with safety clips behind ears in the outlet box. Sliding clips are provided to take chains for suspending fixture. Held in desired position by corrugations in hanger plate, fixture may be swung in any direction by positioning clips. It is available with two-wire receptacle or with three-wire, twist-lock receptacle and may also be ordered complete with two five-foot chains, hooks, cord and clips.

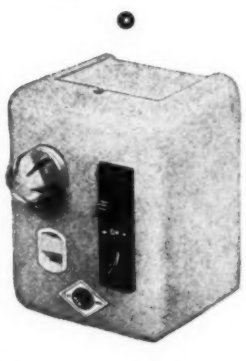
● POTENTIAL MARKETS: Electrical contractors, and commercial, industrial and institutional buyers. Appleton Electric Company, 1701-1759 Wellington Ave., Chicago 13, Ill.



LOAD SERVICE CENTER

Smaller than ordinary load centers, this panelboard, by using "Pushmatic" units, actually contains more wiring space, according to the manufacturer. The unit makes or breaks circuits with a push of the finger. If power is broken by short or overload, service is restored with the same push operation. It is available in 2, 4, and 8 unit cabinets. Listed by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors. Residential, commercial, industrial, institutional and rural buyers. Recommended by the manufacturer for use in homes, commercial buildings, garages and manufacturing plants. BullDog Electric Products Co., Box 177, Roosevelt Park Annex, Detroit 32, Mich.

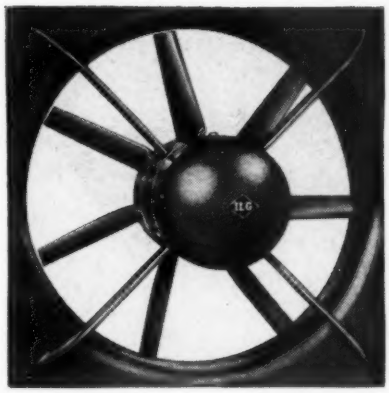


WALLBOX

This metal wallbox combines an auxiliary circuit breaker, a convenience outlet, and a pilot light. Any electrical apparatus plugged into the outlet is protected by the magnetic circuit breaker against the overloads and shortcircuits, while the pilot light serves as a reminder that the circuit is in use, according to the manufacturer. Standard ratings are: 115 volts, 6, 10, 15 amps.; 230 volts, 6, 10 amps. Other ratings to 50 amps. maximum. Unit is listed by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors, and residential, commercial, industrial, institutional and rural buyers. Recommended by manufacturer for use in assembly lines, laundries, workshops, etc. Heinemann Electric Co., 152 Plum St., Trenton, N. J.

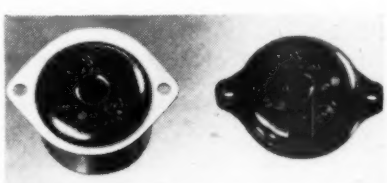
When Writing Mention **ELECTRICAL WHOLESALING**



FARM FAN

Drying and curing operations on the farm are the jobs tackled by this 42-inch direct-connected fan. The fan mounts a cast-aluminum, non-overloading fan wheel which operates against resistance set up by products being dried. Steel panel has streamlined inlet for greater fan efficiency. Five horsepower, 1140 rpm., 220 volt, 1 phase, 60 cycle, ball-bearing capacitor motor. It handles practically all cribs and mows, with delivery of 25,000 cubic feet of air per minute at ½-inch static pressure and 20,000 cubic feet per minute at ¾-inch static pressure, the most common pressures encountered in curing and drying operations.

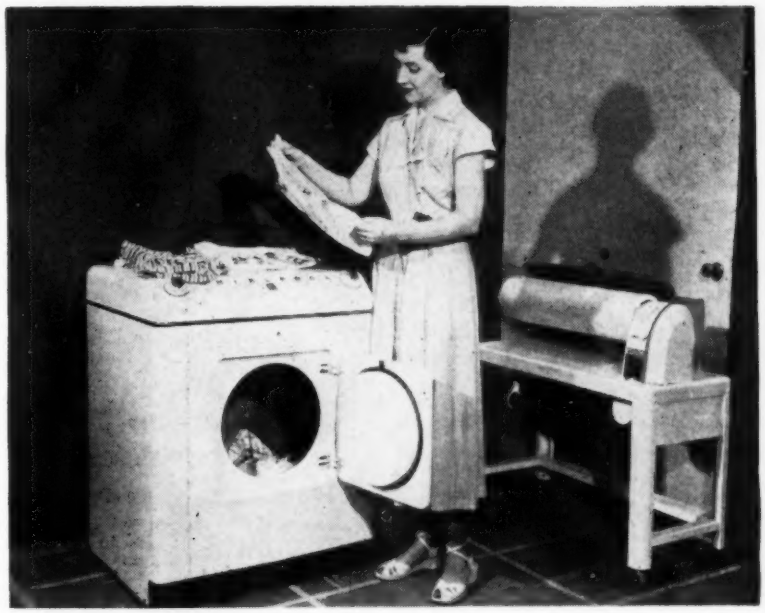
● POTENTIAL MARKETS: Electrical contractors and dealers. Rural buyers. Ilg Electric Ventilating Co., 2822 N. Crawford Ave., Chicago 41, Ill.



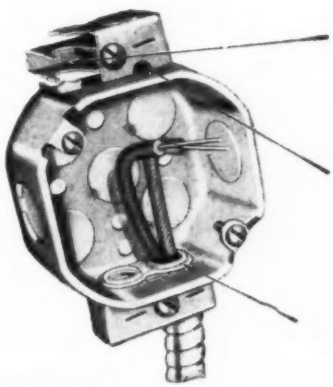
LAMPHOLDERS

These "butt-on" type slimline lampholders for use with a 75-watt fluorescent lamp may also be used for slimline lamps of the T-6 and T-8 size. Having a small over-all size they require a minimum of mounting space and provide great flexibility in application. The single-contact, high voltage end has an internal spring mounting which allows easy insertion and removal of the lamp. The double-contact, low voltage end is also of the terminal screw type design, with a grooved face to insure easy insertion and removal of the lamp. It consists of a one-piece molded plastic unit, with the same mounting hole spacing as the single-contact, high voltage end. Listed by Underwriters' Laboratories.

● POTENTIAL MARKETS: Electrical contractors. Industrial, commercial and institutional buyers. Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.



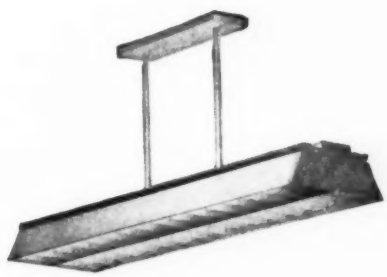
ELECTRIC DRYER has a capacity of up to ten pounds and is completely automatic. There are no controls to be set or adjusted. Whenever the door is opened everything stops automatically. A bactericidal lamp gives off ultra-violet rays during the drying cycle. Nineteen Hundred Corporation, St. Joseph, Mich.



DISTRIBUTION BOX

This all-purpose electric box is equipped with external clamps to conserve space inside a box and make all the interior space available for stuffing wires. It can be used with metallic or non-metallic cable and with pipe. For metallic cables, the box has two bushed openings as required by the Underwriters to protect the conductors from injury. The cable is held securely by a strong clamp in the housing. A knockout which entirely surrounds the bushed openings required for the installation of metallic cables permits non-metallic cables to be gripped well back from the cut and frayed end of the cable sheathing.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial, institutional and rural buyers. All-Steel Equipment, Inc., Aurora, Illinois.



FLUORESCENT FIXTURE

Predominant downward distribution of light provided by this fluorescent fixture is shielded 40 degrees crosswise and 30 degrees lengthwise; approximately 43 percent of the total light output is directed upward. Bonderized steel wiring channel is finished in white enamel. Reflectors, louvers, and channel covers are of aluminum with etched and lacquered finish. Louver assembly drops down on chain for access to wiring channel and maintenance. Fixture uses two 40-watt lamps and is designed for individual suspension mounting with twin-stem or single-stem hangers, or for surface mounting without hangers. By use of stem connector hangers, luminaires may be joined end-to-end to form continuous rows.

● POTENTIAL MARKETS: Electrical contractors, and commercial and institutional buyers. Recommended by manufacturer for use in schools, stores, offices, and commercial interiors. The Miller Company, Illuminating Division, Meriden, Conn.

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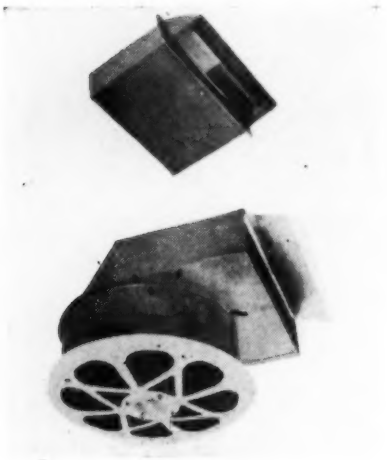

CEILING FAN

Powered to move 500 cu. ft. of free air per minute, this 10-in. ceiling fan has an induction-type motor that is shielded to prevent radio or television interference. Drawn steel grille, finished in white enamel, has a wide flange to cover required 11¼-in. ceiling opening. Sleeves are constructed for use with standard 3½ by 12-in. furnace duct. Back draft and heat loss are prevented by two self-acting shutters that open and close automatically with the starting and stopping of the fan. Two-unit construction of fan permits installation of grille, motor and blade after exterior shutter sleeve and duct have been put in place. Operation is with 110-120 volt, 60 cycle a.c. Unit is listed by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors, residential, commercial, institutional and rural buyers. Recommended by manufacturer for use in rooms in homes where wall type installation of ventilating fans is impractical. National Appliance Co., 4814-18 West Vernor, Detroit 9, Mich.

●

CONNECTOR

This is a re-designed model of a connector fitting manufactured by this company for connecting into a multi-outlet, plug-in strip molding. The new model is equipped with a dual purpose connector which may be used for either armored cable or non-metallic sheathed cable. When used with non-metallic sheathed cable, grounding may be obtained by wrapping the ground wire around clamping screw. Fitting is 6-inches long with a 4-inch cover section.

● POTENTIAL MARKETS: Electrical contractors. Residential, commercial, industrial, institutional and rural buyers. The Wiremold Company, Hartford 10, Conn.

SWITCH

A bi-metallic thermostat on this flush type switch is designed to protect single phase motors up to one hp. from overloads. The "quick make and break" of the operating mechanism is obtained through the use of levers and springs. The contacts are silver and self-aligning. Mechanism is completely enclosed in a plastic housing. Units are top wired, equipped with plaster ears, designed for mounting in standard two in. deep boxes, and accommodate standard tumbler switch flush plates. They are available in single pole and double pole types.

● POTENTIAL MARKETS: Electrical contractors, and residential, commercial, industrial, institutional and rural buyers. The Bryant Electric Co., Box D, Barnum Station, Bridgeport 2, Conn.

●

RECORD PLAYER

This three-speed record changer plays all three record sizes in all three speeds automatically and also plays one or both sides of all 10 and 12 inch records, continuously, in sequence, without turning the records over. It will handle 12 of the 12-inch, 33⅓ rpm. records automatically, playing one or both sides in sequence, for a sum total of 9 hours of musical entertainment. It will automatically play one or both sides of a stack of twelve 10-in, 33⅓ rpm., twelve 10-inch, 78 rpm., and ten 12-inch, 78 rpm. discs. It will automatically play one side of fifteen 33⅓ rpm., ten 45 rpm., twelve 78 rpm. 7-inch records. Two semi-permanent styles are standard equipment with each player.

● POTENTIAL MARKETS: Electrical dealers. Residential, commercial, institutional and rural buyers. Markel Electric Products, Inc., Buffalo, New York.

AMMETER AND VOLTMETER

This ammeter and voltmeter will handle conductors up to 1⅛-in. in diameter. It measures current without interrupting service. A plastic finger trigger opens the transformer probes and clamps around the conductor, thus measuring the current in that circuit. To measure voltage, a pair of test leads are inserted into the front-mounted pin-jacks and connected to the line. Unit weighs 12 ounces and measures 7⅛-in. long by 2-9/16-in. wide by 1⅛-in. thick. It is available in two models, each with seven ranges: One is 6.5/13/26/65/130 amps. and 130/260 volts, and the other is 10/25/50/198/250 amps. and 150/600 volts. Unit is completely insulated. No metal parts come in contact with the operator.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Recommended by manufacturer for use by electricians, motor repair shops and maintenance men. Pyramid Instrument Co., 49 Howard St., New York, N. Y.

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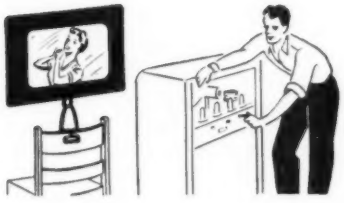

TELEVISION SERVICE MIRROR

This 10-inch by 12-inch all-metal service mirror is designed to make it easy for the television service man to make adjustments on television receivers. The mirror is unbreakable and can be clamped on a chair, table, or any furniture.

● POTENTIAL MARKETS: Commercial and industrial buyers. General Cement Manufacturing Co., 919 Taylor Ave., Rockford, Ill.

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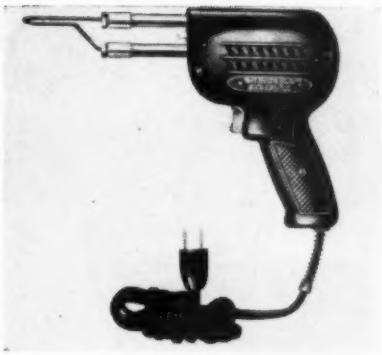


SOLDERING GUN

This soldering gun, which is capable of handling 250 watts, includes the following features: Dual heat; built-in, pre-focused spotlight; terminals in an "over and under" position; and a tip design that provides more copper in chisel-shaped head than previous lighter-duty model.

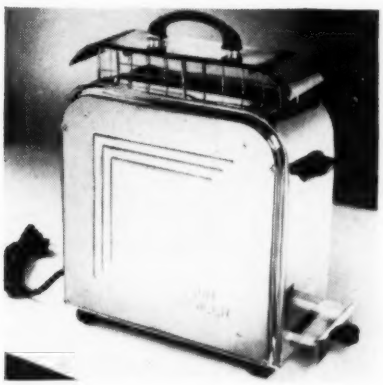
● POTENTIAL MARKETS: Electrical contractors, and residential, commercial, industrial, institutional and rural buyers. Weller Manufacturing Co., 808 Packer St., Easton, Pa.

AIR CIRCULATOR is contained in a modern, all-purpose table. The air circulator is equipped with a 3-blade 12-inch fan powered by a silent 1/15 hp. shaded pole EMC motor, a.c., 115-volt, 60 cycle. The table is available in walnut, mahogany and bleached mahogany. A decorative metal screening provides protection from contact with the fan. Howard Industries, Inc., 209 W. Jackson Blvd., Chicago 6, Ill.

HAND TORCH

This hand torch for light brazing, soldering and many heating operations measures 2¼-in. by 13-in. It burns liquid petroleum gas (butane, propane, etc.), holding enough for an average day's burning, according to the manufacturer. Torch burns upside down or at any angle; single control valve turns it on and off and adjusts flame. Unit is of steel construction, finished in satin chrome.

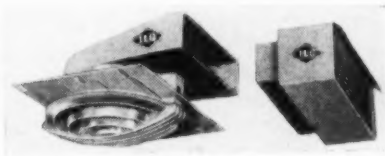
● POTENTIAL MARKETS: Electrical contractors, and industrial, commercial, rural and residential buyers. Recommended by manufacturer for use by plumbers, electricians, garage men, radio repairmen, refrigeration men, metal and glass workers, jewelers, dentists, and hobbyists. Industrial Engineered Products Co., 7416 Melrose Ave., Los Angeles 46, Calif.



ELECTRIC BROILER

This electric broiler cooks steaks, chops, fish and other foods that can be broiled. Chromium-plated unit weighs 6½-lbs., occupies space of 6 by 12-in., and operates on 110-115 volts a.c. or d.c. It has a self-adjusting, chrome-plated steel grill attached to the top; a pan with special cover to prevent drippings from catching fire; heat-resistant handles; and an 8-ft. cord.

● POTENTIAL MARKETS: Electrical dealers, jewelry and furniture stores. Residential, commercial and rural buyers. The Mitchell-White Corp., 12 East 22nd St., New York 10, N. Y.



KITCHEN VENTILATOR

Completely automatic, this ceiling type kitchen ventilator is controlled by a standard light switch. A patented spring booster control on the insulated discharge damper opens freely when the ventilator is started, and closes it tightly when the ventilator is turned off. The mounting plate is adjustable to permit installation flush with the ceiling in plaster or plywood construction with thickness of ¼ inch to 1¼ inches. It is driven by a shaded pole, rubber mounted motor, free from radio or television interference. The complete grille and fan assembly is hinged so that it may be easily, quickly detached from the unit for cleaning. When the grille is opened for cleaning, the circuit is automatically broken.

● POTENTIAL MARKETS: Electrical contractors, and residential, commercial, institutional and rural buyers. Ilg Electric Ventilating Co., 2822 N. Crawford Ave., Chicago 41, Ill.

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Electrical Wholesaling's CAMERA CLICKS

At Los Angeles

• A quarter of a century of service by each of three employees is a valuable contribution to the electrical wholesaling industry and, as such, was recently recognized by Electric Corporation of California in a testimonial banquet held at Los Angeles.

• Gold wrist watches were presented at the ceremony which was followed by an entertainment program and dancing.

Pres. Ross Hartley speaks before awarding watches.

TWENTY-FIVE YEARS of service are rewarded by the Electric Corporation of California; recipients are A. E. Wallace, standing; Mrs. Anne Kavelage (left of speaker) and James Barsugli (second from speaker's right).

THE ENTIRE GROUP at the banquet honoring the award recipients; also honored was Pres. Ross Hartley who received a wrist watch in recognition of his service to the electrical industry on the Pacific Coast.

News Notes from ~~N.E.W.A.~~ N.A.E.D.

By Alfred Byers

Assistant Managing Director and Secretary
National Association of Electrical Distributors

N.A.E.D. SCHOLARSHIPS TO JUNIOR ACHIEVEMENT

The special committee on Junior Achievement, appointed after the May Convention at Cincinnati, held its first meeting last month. Francis Stern, chairman, arranged an interesting agenda, and officials from the national headquarters of "JA" attending, by invitation, included young Columbia University student Dan O'Keefe, the talented Junior Achiever, who stampeded the Cincinnati Convention by his remarkable address about teen-agers' problems.

The objectives of the fast growing Junior Achievement program were fully explained, as were the needs for expanding its work. One important need is support of local businessmen to the extent of contributions of money and personal time as consultants and leaders in organizing local "JA" enterprises for teen-agers in their own communities.

N.A.E.D. members are being completely informed by special bulletins in order that they can see the great desirability of their getting actively into this program to insure that youth is acquainted, at first hand, with the principles of the free enterprise system. This is regarded as a much needed activity in combatting possible inroads of communistic influences to which youth is increasingly subjected. The N.A.E.D. committee was impressed by the practicability of the "JA" program as a visual counter-influence of far-reaching favorable effects.

Another worthy need of JA is in the field of higher education as a means of further promoting the good influences of "JA" during high school years. A result of the committee's discussion of that phase of the program was the recommendation made to the executive committee that the association appropriate funds for awarding nine scholarships during the current year and, also, to defray the expense of bringing the most outstanding JA student working in an "electrical" JA enterprise to next year's N.A.E.D. Convention.

This recommendation was enthusiastically approved by the executive committee last month. The nine scholarships are to be awarded on the basis of one to each of N.A.E.D.'s nine geographic zones. By that means Junior Achievement will have material support in each of nine main areas and the JA program will doubtless become an interesting and productive community interest of N.A.E.D.'s membership around the country.

MEMBERSHIP DRIVE IN FULL STRIDE

Local membership committees have been appointed, and essential information and materials have been distributed in accordance with the action taken at the last meeting of the Board of Governors to enlist the active support of members generally in participating in the special campaign to enrol eligible non-member appliance and supplies distributors. Managing Director Pyle and Secretary Byers will work extensively in the field with members to give every possible necessary assistance to their success in this undertaking. It is too early to foresee results; but already some gratifying results have been achieved.

FAN AND VENTILATING COMMITTEE TO MEET IN DECEMBER

An important meeting of the Fan and Ventilating Committee will be held at Atlanta in December. W. L. Perry, chairman, looks for the usual good attendance of committee members, and any other members who may be interested in attending, as well as a number of manufacturers who are concerned with the distribution problems in this field.

The agenda being prepared indicates that this meeting will cover timely topics related to the handling of these important products of the industry. It is expected that considerable helpful information will be forthcoming in the report to be issued to members following the committee's meeting.

N.A.E.D.'S NEXT CONVENTION TO FEATURE ARTHUR H. (RED) MOTLEY

"Demand performance" could almost be applied in announcing the appearance on N.A.E.D.'s 42nd Annual Convention program (June 12-16, 1950) of Arthur H. (Red) Motley. Members remember his address at the 1946 convention at Chicago with great satisfaction. Among America's outstanding businessmen-speakers, "Red" Motley, president of Parade Publications, Inc., is in the forefront. That he again will

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SELL *Electric* UNIT HEATERS for...

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√ TEMPORARY HEATING
√ ISOLATED BUILDINGS
√ AUTOMATIC HEATING
√ PREVENTION OF FREEZING
√ AUXILIARY HEATING
√ MILD CLIMATES
√ DRYING PROCESSES

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Feature this fast-growing modern method of electric heating. ILG Electric Unit Heaters completely eliminate need for a central heating plant, pipe lines, caretakers, overnight fires, and ash removal. There's no coal dust, soot or oil film, no wasted heat at the ceiling. ILG Electric Unit Heaters provide clean heat—FAST—with safety, economy, convenience. Find out today how ILG Unit Heaters can boost your profits. Call nearby ILG branch office (consult classified directory) or send coupon for FREE BULLETIN.

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☐ Please send FREE Electric Unit Heater Bulletin No. 804

Firm Name

Executive's Name Title

Address Zone

City State

enthuse, amuse, and inspire his audience at Atlantic City next June is an absolute certainty. His personal commitments are numerous and the program committee was delighted at Mr. Pyle's success in obtaining Mr. Motley.

Every member will be equally pleased at the opportunity to hear again from the president of the National Federation of Sales Executives, which post Mr. Motley also holds at present. Even without that honor he still remains at the top of our country's "hard selling" sales executives and—more important in this instance—an able master of the techniques of platform oratory.

CONVENTION REGISTRATION FEE INCREASED FOR NON-MEMBERS

The Executive Committee has approved an increase to $50 for registration of non-member electrical distributors at N.A.E.D. Conventions, upon the recommendation of the program and projects committee. Registration fee for manufacturer guests remains at the $5.00 per person amount.

It was the consensus at each these committees' meetings that inasmuch as considerable expense is involved in organizing and operating a convention as large as N.A.E.D.'s have become, and inasmuch as that expense is borne very largely by the membership itself, it is only equitable that non-member distributors who derive great benefits from attending should bear a more proportionate share of that cost.

However, the registration fee will be credited to the initiation fee of such non-member distributors in the event that they are elected to membership within one year of the convention.

New Products

(*Continued from page* 101)

SERVICING LADDER

This six-step servicing ladder is constructed of aluminum-finished steel. Frame is ¾-in. steel tubing; step plates are non-slip, reinforced expanded steel. As a person steps on the ladder, the rubber-tipped legs come in contact with the floor to eliminate rolling action. When no one is on ladder, it is easily moved on four 2-in. in diameter ball-bearing casters. Unit measures 82-in. high

When writing mention ELECTRICAL WHOLESALING

by 17½-in. wide by 42½-in. deep at bottom. Top step is 56-in. above floor, 17½-in. wide and 12-in. across. There is a 9½-in. rise between steps.

● POTENTIAL MARKETS: Commercial, industrial and institutional buyers. Recommended by manufacturer for use in stockrooms, parts storage, filing departments, bank vaults, libraries, and wherever material is stored above reach. The Ballymore Co., 3 S. Roberts Rd., Bryn Mawr, Pa.

●

STARTER

This starter will operate either 85 or 100-watt fluorescent lamps, starting either size lamp under such extreme conditions as low line voltage with an ungrounded fixture and current variations caused by differences in quality of commercial ballasts, according to the manufacturer. Available in both FS and COP types, these starters fit all standard fluorescent lighting fixtures and are approved by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors, commercial, industrial, institutional, rural buyers and the replacement market. Sylvania Electric Products, Inc., 500 Fifth Ave., New York, N. Y.

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● AUTHORITY

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Auth has been an authority in the design and manufacturing of signaling and communication equipment for over fifty years. There is an AUTH bell, buzzer, horn, push button, chime or visual signal to suit practically every need and condition.

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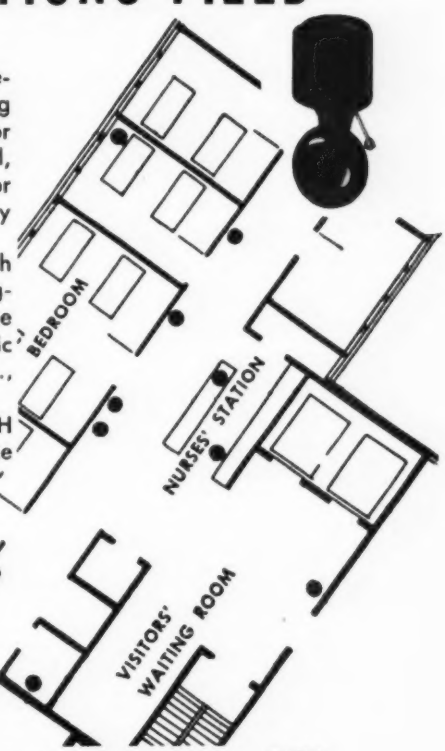
Demand AUTH and be certain that you're getting the best — priced right!



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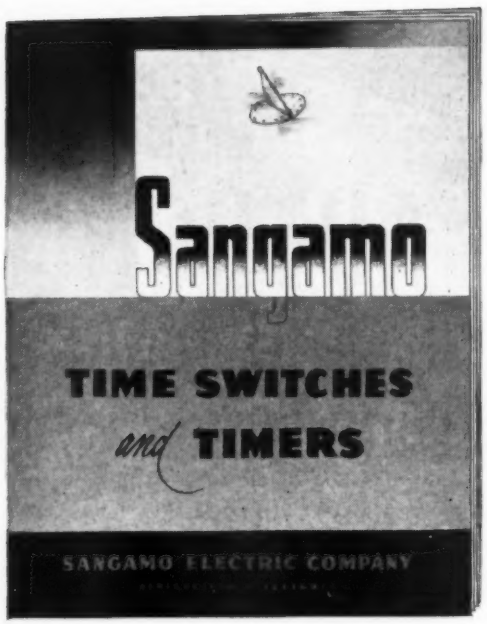

Every time switch user will find practical answers to time control problems in this unusual new 16 page catalog. It contains complete information, specifications, wiring diagrams and prices—everything you need to help you choose the *best* possible switch or timer for your next installation.

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Salesman, Noland Company
Roanoke, Virginia

WHO IS THIS FELLOW I CALL MY CUSTOMER?

He is the man (or firm) who today is an asset to my company—and a very tangible asset—represented by the steady volume of PROFITABLE business he gives us, week in and week out, month in and month out.

He is the man who pays his bills promptly and always takes his discount. He is the man who calls your attention to an error in a pleasant and courteous manner, understanding fully that you will rectify it without question. He is reasonable and just in his claims, always willing to meet you halfway in any adjustment. He does not chisel, or haggle over the price. He will expect you to give him his fair price, for he must be competitive to live and make his profit. Although his volume may be satisfactory, he is keenly interested in increasing his volume and will eagerly welcome any suggestions you make, for increased volume means increased profits at fair prices.

He is the man who will treat you as confidant and friend, always feels free to discuss policies, trade trends, new ideas, and applications for old materials which will win an extra dollar from his customer's pocket. He keeps us fully informed regarding the business in his territory and works closely with us on the best jobs, but never shops our prices. He is the man who calls on us for needed assistance—specialized assistance—which he takes for granted we are equipped to furnish. His word can unquestionably be accepted concerning competitive prices and practices within our industry.

We can depend on him to move a substantial volume of basic materials.

My Customer?

A. H. Cobb

taking this factor into consideration when making factory commitments. In short he is a loyal and satisfied customer, the salt of the earth and the structure on which we build.

WHY DO I CONSIDER HIM MY CUSTOMER?

Because I have taken him into partnership—partnership with myself and my company for the mutual benefit of both parties concerned.

Because I have selected him after careful analysis of the town or community in which he operates, and because I consider him the type of man or organization with which we wish to do business. I have given him substantial proof of that partnership through personal assistance in sales and applications, special allotments of critical materials, prompt and efficient shipments and billings.

I have shown him new and better ways to sell profitable items—I have shown and sold him complete lists of materials for his jobs—I have kept him posted on price changes and price trends. Because I have often intentionally kept him from overbuying, I have helped him level his stocks and inventory, I have carefully shown him through this procedure that our policies are sound and our business relations necessary for the profitable operation of his business.

He will expect my calls and hold orders for materials until placed with me. He will write or phone the office for information, prices or material instead of giving his orders to the next salesman to call. He is loyal to our company and prefers to do business with us.

WHAT DID I DO TO GET HIM?

First and foremost I made the effort to call on him, for he really could not be called *MY* customer if I did not think he was worth the effort of a call.

Perhaps on that first call and many succeeding calls I could not really call him MY customer—he was anybody's customer. Through careful effort, consistent calls, truthful representation of merchandise, personal assistance and close consideration of his needs as a customer, I have continued to build his confidence in myself and my firm.

WHAT WILL I HAVE TO DO TO KEEP HIM?

If he is my customer today I can be reasonably sure that he will continue to be my customer, and that I can hold his business only by continuing to render the same careful and efficient service that I have given him in the past.

That does not mean, however, that I can rest content on past performances. This definitely means that I must continually study my merchandise and devise new ways in which I can assist him, as my customer, to more successfully apply the material he purchases.

I must suggest and assist where possible in store layout, window display, lighting and wiring quotations and other functions of his business. I must continually place myself in his position so that I may try and judge his needs and apply that knowledge to help him sell more merchandise so that he in turn can purchase more from me. I must cultivate him as a business associate and friend.

WHY DOES HE PLACE MOST OF HIS BUSINESS WITH ME?

I think the outstanding reason for placing most of his business with me is CONFIDENCE—confidence in me as a salesman—confidence in the company I represent—and this confidence is based on proven ability. This confidence does not rest on snap judgment or heresay because he has not reached this decision quickly.

We sell the same quality of goods that our better class competitors sell. We maintain competitive prices *BUT* in addition to that we have one quality that money alone cannot buy—a pride in real accomplishment—a pride in giving our customer that extra measure of service which is the foundation and keystone of our company's success.

His confidence has been built up through numerous instances of this special service which he fully appreciates.

He also places his business with us because we handle the best in nationally known and nationally advertised products, because in normal times we maintain adequate warehouse stocks and can give him quick and dependable service.

He has also learned that our office employees—the fellows *back* of the firing line—are on their toes, eager and willing to give prices, application data or specialized information by telephone or letter, and that they have the technical knowledge and market information at their fingertips. He has found that we handle complaints justly and fairly.

WHO IS THIS FELLOW I CAN CALL MY CUSTOMER?

He is the man who professionally is an asset to me and my company—personally a friend—and he is the man I want to always keep *OUR CUSTOMER!*

Get on a

BIG NAME BANDWAGON

for more

FAN SALES

IMMEDIATE ACCEPTANCE for name and product —is what you get when you sell the Miami-Carey fan line. And you get that acceptance in the market where ventilating fan sales are going up and up!

BUILDERS, architects — building material dealers, owners; all know Carey for quality. 76 years of building material history — insulation, roofing, siding and other products —is a better background for acceptance to help you sell than any other fan manufacturer offers you.

THE MIAMI-CAREY ventilating fan line is *complete.* It includes a full complement of engineered accessories to assure *top* performance for every installation. *Write, wire or phone for full details.* Get ready for the big Spring selling season. *NOW!*

BIG KIT OF FREE SALES AIDS

HELPS YOUR CUSTOMERS GET QUICK TURNOVER

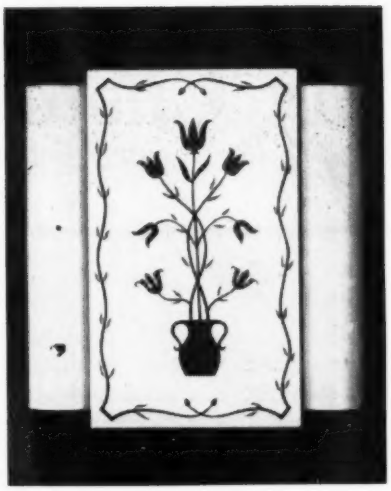
SPURS RE-ORDERS!

Newspaper ad mats, envelope stuffers, direct mail and a host of other powerful sales aids—FREE in handy kit form to Miami-Carey Dealers. It's the "Help 'em Sell" punch that pays off in profits for you, as well as your dealers!

Ventilation by

MIAMI Carey

MIAMI-CAREY DIVISION
THE PHILIP CAREY MFG. CO.
MIDDLETOWN, OHIO

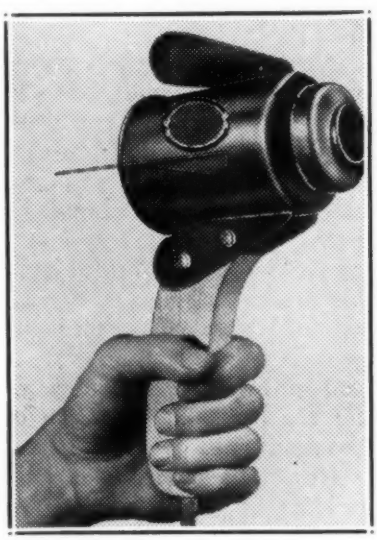


DOOR CHIME

This door chime has a colorful, authentic Pennsylvania Dutch design adapted from early American folk art. It sounds two melodious notes for the front door plus a single note for rear or side door. It can be easily installed on regular doorbell wiring and transformer, and is 7¼ inches high by 6¾ inches wide.

● POTENTIAL MARKETS: Electrical contractors, and residential, commercial and rural buyers. Recommended by manufacturer for use in modern kitchens. The Rittenhouse Company, Honeoye Falls, New York.

●



ELECTRIC TORCH

This electric flameless "heat gun" projects up to 1200-degrees F. of radiant heat from its orifice and can be used for practically all of the usual applications of a gasoline blow torch except for direct flame brazing or soldering. It consists of a specially designed electric resistance embedded in ceramic, encased in a steel container with radiating, cooling fins. The container is securely mounted to a pistol grip wooden

When writing mention ELECTRICAL WHOLESALING

handle which, together with the fins, acts as a safety rest for the gun when not in use. Weight is approximately two pounds. It operates on 115 volt, a.c., and uses 400 watts. Construction is shock-proof and U/L standards are met in both wiring and insulation.

● POTENTIAL MARKETS: Electrical contractors, residential, commercial, industrial, institutional and rural buyers. Recommended by manufacturer for use by roofers, plasterers, glazers, motor workers, plumbers, wood and metal refinishers, plastic and marble workers, dental technicians, auto repair shops, boat yards, photographers, studios and home hobbyists. Kinetic Laboratories, 1720 Sansom St., Phila. 3, Pa.

●

EXTENSION CORD SET

The cord in this service block extension cord set is tied with a special Underwriters' knot and the spring bronze contacts are permanently staked to the wires. The halves are riveted into an assembly, and a built-in steel pin acts to prevent halves from twisting. Cap is molded directly on the wire. Listed by Underwriters' Laboratories, Inc., the sets are made in 9 and 15-ft. lengths with heavy-duty brown rubber or ivory plastic cords.

● POTENTIAL MARKETS: Electrical contractors and dealers. Residential, commercial, institutional and rural buyers. Monowatt, Incorporated, 66 Bissell St., Providence, R. I.

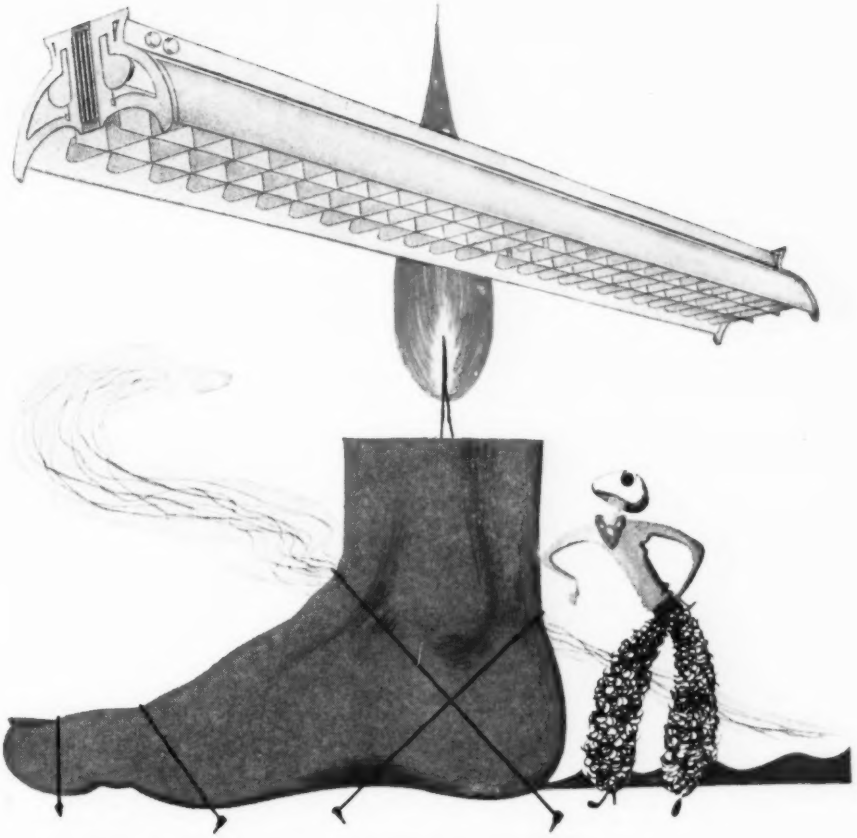
●

INSIDE TELEVISION ANTENNA

An inside television antenna can be installed out of sight under the rug or in an upstairs room. Installation is simple and takes about 10 minutes. The antenna is placed on top of the rug and lead-in connected to the receiver. The antenna is oriented until the best picture is obtained. Then the rug is rolled back and the antenna tacked to the floor. It is available with 15 feet of 72 or 300 ohm lead-ins.

● POTENTIAL MARKETS: Residential, commercial, institutional buyers. Wabash Manufacturing Co., 2300-18 South Western Ave., Chicago, Ill.

When writing mention ELECTRICAL WHOLESALING



GUTH FUTURLITER*

corrals wayward footcandles ...saves steps for eyes!

It beams 80% of the footcandles directly down on the working area...directs 20% upward for eye-easy brightness ratios.

Its dust-discouraging design and hinged eggcrate louvres make it one of the easiest of all fluorescents to keep clean and efficient. Versatile, too...you can mount the Futurliter in units or rows, surface or suspended.

"Eye-to-the-Future" Futurliters give a lighting system flexible footcandle capacity. Up to 45% more light can be had by adding a third lamp to two-lite units.

You'll find detailed data in our handy new Pocket Catalog 46A-G...yours with the compliments of

Guth LIGHTING

YOUR TEAMMATE IN precision-planned LIGHTING

THE EDWIN F. GUTH COMPANY / ST. LOUIS 3, MISSOURI

Leaders in Lighting Since 1902

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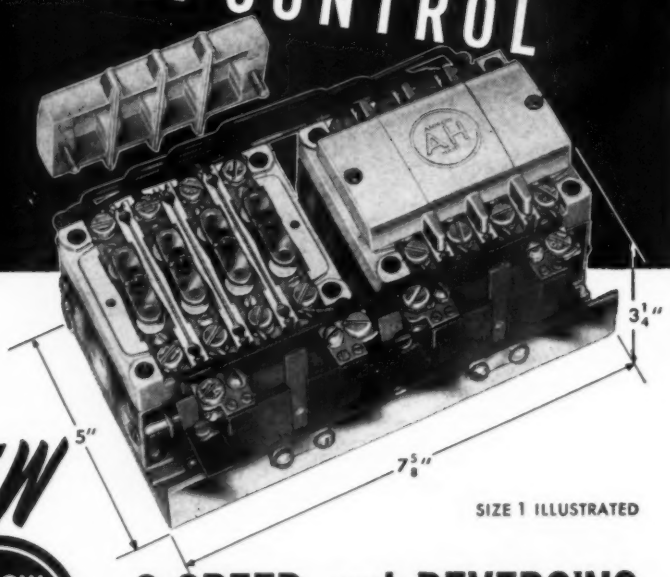
ELIMINATE CONFUSION
SHORT CUT CONTROL



SIZE 1 ILLUSTRATED

WITH THE *NEW*

ARROW AH HART

2 SPEED and REVERSING MAGNETIC STARTERS

The new Arrow-Hart 2-Speed and Reversing Magnetic Starters are receiving wide acceptance and acclaim for use on machine tools and other industrial applications requiring A-C across-the-line type of motor control. Used extensively for speed control operations requiring inching, jogging and direct reversing.

These starters are provided in three basic types; namely, Reversing 2-Speed for separate wound motors and 2-Speed for consequent pole, reconnected type motors, available in single phase, two or three phase and two phase four wire.

The 2-Speed, consequent pole, reconnected type is a single design unit which can be applied to control either constant torque, variable torque or constant horsepower motors.

The Size 0 Reversing and 2-Speed starters are rated up to 2 H.P. 440/550 volt polyphase. The Size 1 Reversing and 2-Speed starters (illustrated) are rated up to 7½ H.P. 440/550 volt polyphase. These controls are also provided as contactors without overload protection.

CHECK THESE A-H FEATURES

- ☐ Small unit size 5" x 7⅝" x 3¼"
- ☐ Revolutionary design with balanced mechanism
- ☐ Easy installation and maintenance
- ☐ Big, tough contacts — simple to replace
- ☐ Plaskon Alkyd base and hood have high resistance to tracking
- ☐ Rugged, foolproof mechanical interlock

"RA" STARTERS AVAILABLE IN SIZES 0, 1, 2 AND 3.

CONTROLS and APPARATUS FOR *Outstanding* PERFORMANCE

ARROW AH HART

WRITE TODAY FOR LITERATURE TO
1610 HAWTHORNE STREET
HARTFORD 6, CONNECTICUT

ARROW-HART

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD 6, CONN. U.S.A.

PRESSURE CANNER

An electric automatic pressure canner has been developed to eliminate long hours in front of hot stoves for those who like to can foods. Using this electric canner the operator just plugs in on any 110-120 volt a.c. line, selects the desired operating pressure, then forgets about the operation until the processing time is completed. Heat supply is automatically controlled to maintain pressure within plus or minus ¼ lb. and temperature of plus or minus one-half of one degree. It is made of steel and includes such features as: Self-sealing flexible safety cover; gravity actuated pressure control, visual pressure indicator; pressure actuated safety plug. It is listed by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical dealers, jewelry and furniture stores. Residential and rural buyers. Vischer Products Co., 2815 W. Roscoe St., Chicago 18, Ill.

VACUUM CLEANER

This motor-driven brush cleaner features an all-steel frame motorhood and nozzle housing finished in two-toned combination of chrome and baked blue enamel. Other features include, heavy blue twill bag with gold lettering, headlight with gold reflector panel and a 25 foot cord. It has an automatic rug-adjusting nozzle that adjusts itself at exactly the right distance from the rug for most efficient cleaning, and as an extra "sales weapon" a disposable paper bag.

● POTENTIAL MARKETS: Electrical dealers. Residential, institutional and rural buyers. Landers, Frary & Clark, New Britain, Conn.

When writing mention ELECTRICAL WHOLESALING

NEWS

(*Continued from page 95*)

throughout our country is one of the greatest safeguards against communism we could possibly have. Our association has a wonderful opportunity to encourage the J. A. program. With this modest beginning, it is our intention to lend the full support of this association to an activity that holds one of the great promises for our future economic strength and security."

Florida Distributor Names Assistant General Manager

TAMPA, FLA.—Paul L. Bishop has been appointed assistant general manager of Thurow Distributors, Inc., wholesale appliance distributing firm of this city, Jacksonville, Miami, Orlando, West Palm Beach, Tallahassee and Pensacola, Fla., according to a recent announcement by H. M. Carpenter, president and general manager.

Mr. Bishop, who will make his headquarters in Tampa, comes to Thurow from Decca Records, Inc., where he served as southeastern division manager in Atlanta. Prior to 4½ years of wartime army service, Mr. Bishop was assistant to the president of the Cellulose Co. in New York.

Incandescent Lamp Was Invented 70 Years Ago

Seventy years ago in a small laboratory in Menlo Park, New Jersey, Thomas A. Edison placed an incandescent lamp with a filament of carbonized sewing thread on test. For the next forty hours Edison and his assistants took turns anxiously watching the light's performance. At the end of that period, on October 21st, when the lamp continued to burn with a steady glow, Edison jubilantly declared it a success.

The invention of the incandescent light was just the beginning, for in order to be a success it had to be commercially practicable. Edison knew this well and had visualized and started work on a complete system of electric generation and distribution. He developed the first dynamo with an efficiency of more than 50 per cent which he named the "Long-waisted Mary Ann," because of its shape.

Public interest in Edison's light was so great that the Pennsylvania Railroad ran special trains to Menlo Park for the New

H & H WIRING DEVICES & ENCLOSED SWITCHES CATALOG

Pictures, working drawings, design data, ratings and wiring diagrams on our complete line . . . everything you need for quick, easy selection! A free copy is yours for the asking.

MAIL THIS COUPON — TODAY!

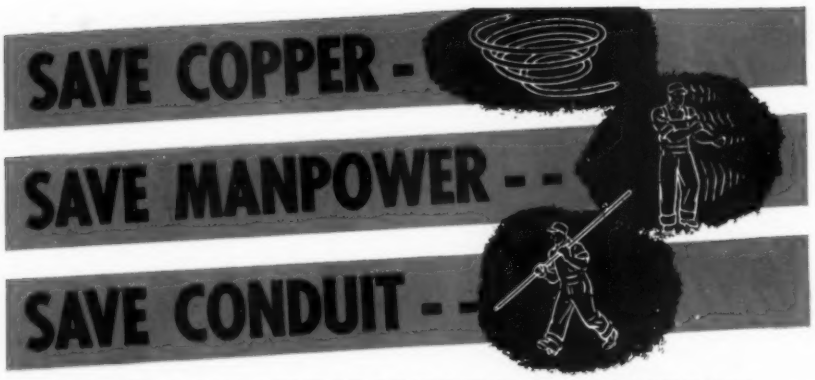
The Arrow-Hart & Hegeman Electric Co.
1610 Laurel Street, Hartford 6, Conn.
Please send me my free copy of the new wiring devices and enclosed switches catalog.

NAME_____
FIRM NAME_____
STREET ADDRESS_____
CITY_____ ZONE_____ STATE_____

HART H & H HEGEMAN DIVISION

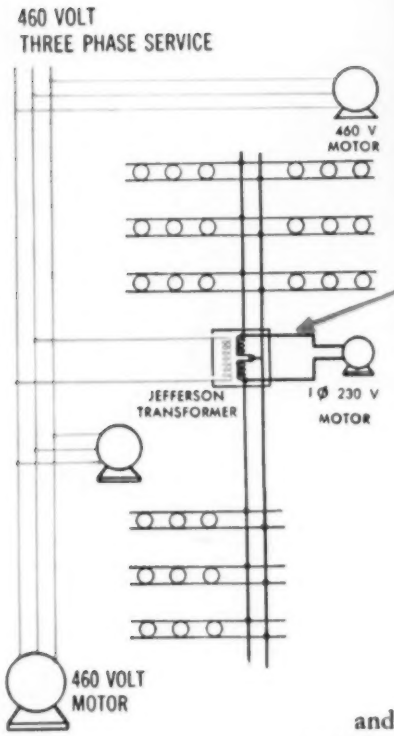
WIRING DEVICES — ENCLOSED SWITCHES

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD, CONNECTICUT



RUN ONLY HIGH VOLTAGE CIRCUITS
Throughout Plant or Building

Install Dry-Type Jefferson Electric Power Circuit Transformers for the Lower Voltage Circuits . . .



Operate lighting load, fractional H.P. motor and appliance from 460-Volt Power lines by use of Jefferson Power Circuit Transformers for reducing voltage to conventional 115/230 Volts single phase at usage points. This system may be employed in new buildings, saving conduit, copper and manpower, or in old plants where power increases require larger lines to carry the load. In the latter case a 230/115V system can be changed to 460-Volt and carry twice the load previously carried while using the same wires and the same conduit already installed. Furnished with brackets for wall mounting and wiring compartment with knockouts for BX or Conduit. Available from stock in capacities from .050 to 15 KVA inclusive. Approved by Underwriters' Laboratories. For complete data refer to Bulletin 461-PCT.

JEFFERSON ELECTRIC COMPANY, Bellwood, Illinois. *In Canada:* Canadian Jefferson Electric Co., Ltd., 384 Pape Ave., Toronto, Ont.

Dry Type Power Circuit

TRANSFORMERS

Year's Eve exhibition of the light. A crowd of more than three thousand people, many of them traveling considerable distances, came to see this great discovery which brightly illuminated the streets and buildings.

Continuing his research, Edison progressed from the filaments of carbonized sewing thread to paper carbons which gave good results and were easier to handle since they were not as brittle and delicate. However, he was not satisfied with the paper carbons for he felt that there must be something which would give a more uniform carbon and thus give better service. He carbonized everything he could lay his hands on—all types of paper, threads and woods, many of them soaked with tar and other substances. In addition, he experimented with thousands of varieties of plants, canes and grasses. Every material was thoroughly investigated with a microscope.

Bamboo proved to be the answer for under the microscope he found that a very long strip cut from the cane's outer edge had almost parallel fibers and practically no pith.

The incandescent lamp has come a long way since the years immediately following its invention. In 1882, Edison's Harrison, N. J., plant employed about 150 men and had a production capacity of 1,200 lamps a day. Today, the annual sales of incandescent lamps are $864,800,000, according to a government survey of 1947 production. The three major lamp manufacturers employ approximately 30,000 people in the production of incandescent lamps.

Wesco Occupies New Building In Dallas

DALLAS—The southwestern district headquarters of the Westinghouse Electric Supply Co. recently moved from 405 N. Griffin Street to its newly-completed general office and warehouse at 601 Latimer Street in this city.

The new building is approximately 210 ft. by 250 ft. with over 52,000 sq. ft. of floor space on the first floor and about 18,000 sq. ft. on the second floor. It is of brick and ceramic tile with precast stone facing and trim. Railway trackage is on one side of the building where three cars can be unloaded simultaneously.

The front of the building is recessed 20 ft. for front angle customer parking. In the rear is a 25,000 sq. ft. parking lot with rear entrance for customer and company employee parking. The truck dock, located at the front, accommodates six trucks at one time and is recessed 22 ft. for under-cover loading and unloading.

The warehouse, reportedly the 40th constructed by Wesco in the last four years,

is furnished with such modern equipment as steel bins and tables, and an electric fork lift truck to speed the handling of outgoing shipments, unloading of cars and high bay stacking on the first floor (which has a clear ceiling height of 16 ft.).

Construction of this warehouse and office is part of Wesco's expansion program to properly handle increased business in this area. It is the third new warehouse built by that company in Texas and occupied in the last six months, the others being at Ft. Worth and Corpus Christi.

Formal open house for customers has been held. Those present included officials of the Westinghouse Electric Supply Co. from New York, including D. M. Salsbury, president.

The new Dallas general office is headquarters for this area, which takes in all of Texas except El Paso, and also includes portions of Louisiana, Oklahoma and New Mexico. In charge are: C. M. Mackey, district manager; E. C. Ricker, district appliance manager; G. M. DeKraker, district apparatus and supply manager; H. V. Bell, district auditor; G. W. Stiles, district credit manager; and J. R. Bostwick, district stores manager.

Selling Adequate Wiring Gains National Momentum

More and more American homes are being certified that they have adequate wiring, the National Adequate Wiring Bureau reported recently in surveying its nationwide certification program.

In areas where the program is already in operation, reports showed that adequate wiring is being sold and promoted to a point where an impressive number of home builders are insisting on a certified wiring job for their new homes.

In Los Angeles, for the third consecutive month, adequate wiring certificates were tripled with 157 homes approved in the first six months of 1949 as against 46 during the same period in 1948.

"The results," said O. C. Small, secretary of the National Adequate Wiring Bureau, "prove once again that adequate wiring promotional accomplishments are cumulative."

Most of the 157 homes certified this year, reported Gerson Ray, superintendent of residential market development for the Department of Water and Power, have 100 ampere capacity or better, and a sizable proportion are 200 ampere jobs. These are typical examples of adequate wiring standards in the West, Mr. Ray declared.

A certified wiring plan sponsored by the Electric Association of Chicago has been set up to approve installations in that city and in 18 nearby Illinois coun-

you can count on
More Profit
with
BRONCO 60
CORDS and CABLES
With the Dupont Neoprene Jacket
FLEXIBLE
TOUGH
DURABLE
With national advertising stepping up the demand, more and more wire users are asking for and buying BRONCO 60 Cords and Cables. This means that BRONCO is the popular line to carry and the profitable line to sell.
Greater flexibility and the tough wear resistant Neoprene Jacket gives BRONCO all the superior features that users want and makes it fast selling.
Satisfied, repeat customers mean more profits when you sell BRONCO 60.
Write or wire today for the complete BRONCO catalog.
WESTERN
Warehouse Stocks in principal cities.
WESTERN INSULATED WIRE CO.
1001 EAST 62nd STREET • LOS ANGELES 1, CALIF.

ELECTROMODE DEALERS

TRIPLE SALES

with this AMAZING DEMONSTRATION!

1. Touch the heating element with a nail file. NO SHOCK!

2. Touch the heating element with handkerchief or piece of tissue. NO FIRE!

3. Wrap heater tightly in a coat or blanket. NO OVERHEATING!

4. Sit on the heater—it's only pleasantly warm. NO BURN!

YES—this demonstration is boosting sales tremendously for enthusiastic Electromode dealers and wholesalers! In fact, records show that many a dealer *tripled his sales* by actual demonstration of the many advantages of Electromode's safe, *Lifetime Heating Element!* Remember—you can't make this amazing demonstration with any other all-electric heater! That's why it's raking in the cash from today's quality-conscious buyers. There's no doubt about it—ELECTROMODE'S THE LINE FOR '49! Get full information.

***NEW!* Model WJA-13 Automatic SMALL-ROOM HEATER**

Builds into the wall. Thermostat range: 55° to 85°. Lifetime Heating Element. Front plate size: 11½" x 12⅞". 1320 watts. 110 volts AC. 4435 BTU. Chrome or white. Also available non-automatic.

Write Dept. EW-109 for Sales Aids and Complete Line Information

ELECTROMODE *All-Electric* **HEATERS**

ELECTROMODE CORPORATION • 45 Crouch St., Rochester 3, N.Y.

World's Leading Exclusive Manufacturer of All-Electric Heaters

ties. Industry members are now attending meetings to learn about the new program and its objectives.

Realizing that the success of the program in their area depends upon the cooperation of the electrical contractor and his suppliers, special attention has been given to meetings for such groups as the Cook County Electrical Contractors Association.

The Greater Muskegon (Mich.) Adequate Wiring Bureau, supported by a group of builders, electrical contractors, wholesalers and the Consumers Power Co., rated considerable space in local newspapers when they presented the first adequate wiring certificate to a new home owner in Muskegon.

In presenting the certificate, Ray E. Morency, secretary of the Muskegon Bureau, emphasized that most home owners realize they need additional outlets, but many fail to understand that the wiring circuits behind these outlets must be sufficient in number and size to carry the added load of modern appliances.

The Electric League of Western Pennsylvania joined with the West Penn Power Co. to honor the utility company's 300,000th customer, a new home owner in Canonsburg, Pa. The home owner received the 8,804 h certificate for adequate wiring presented by the Electric League's certifying group.

Program Booming in Atlanta

In Atlanta, Georgia, Morris T. Reeves, division adequate wiring representative for the Georgia Power Co., reported that adequate wiring installations in Atlanta have doubled in the past year.

Mr. Reeves lauded the electrical contractors and wholesalers for their cooperation. Many local contractors, who formerly were lukewarm to the adequate wiring promotion, are now taking the sales offensive, he said. Their achievements prove, once again, that concerted industry action is the most effective method for selling adequate wiring installations.

These contractors have come to believe in certified adequate wiring because they know the customer is going to receive the most benefit in the end, and they have found it profitable to the contractor, Mr. Reeves said.

Toledo, Ohio, reported that it has won the cooperation of 90 percent of the electrical contractors in that area in pushing certified adequate wired homes. The 20-month-old Greater Toledo Adequate Wiring Bureau rolled up 235 certificates since January, 1948.

"Toledo's record," says O. C. Small of the National Bureau, "testifies to the gain that can be made despite a modest budget. It proves that energy and resourcefulness can compensate to an appreciable extent for lack of supplementary promotion."

Most of the contractors in Toledo are

using adequate wiring decals on their trucks. Also they are cooperating actively in selling better wiring to their prospects.

Other industry members in Toledo are enthusiastic about the program. Robert Hammer, Lucas County electrical inspector, says that the adequate wiring activity is of great assistance to local inspection departments because it teaches electricians the value of larger wires and enough circuits to give the homeowner 100 percent safety and performance.

Arthur Weaver of Graybar, Toledo, points out that the program helps the dealer because the homeowner will have the outlets and capacity enough to operate new appliances properly.

The recently licensed Electric Institute of Boston awarded its second certificate to Graybar Electric's Earl E. Anderson. The certificate covered the wiring system in his new Needham, Mass., home.

In other cities throughout the country certification agencies were licensed and campaigns started to gain the cooperation of all branches of the electrical industry in support of the adequate wiring program.

The Electric League of Indianapolis will approve installations in Indianapolis and surrounding counties. The Electrical League of Rhode Island and the Blackstone Valley Gas & Electric Co. are mapping plans for an adequate wiring certification drive in that state.

Contractors, wholesalers and utility members are determined to put the new program across in Rhode Island. B. T. Poor, sales manager of Blackstone Valley Gas & Electric's Woonsocket division, points out that as soon as the certifying agency accepted a set of adequate wiring standards, the utility mailed a copy of them to all electrical contractors in the area. The company also is conducting a cooperative advertising campaign with the electrical contractors. The ads plug certified wiring and give the names of local contractors.

In Brookhaven, N. Y., a large group of cooperating contractors turned out to witness the presentation of a license to certify adequate wiring jobs to the Southern Brookhaven Adequate Wiring Bureau.

Roberts Tells How

"Any electrical contractor can easily sell adequate wiring if he uses sincerity to convince a prospective customer that his advice is in the customer's interest," C. Mack Roberts of Roberts Electrical Company, Imperial Beach, Calif., says.

"When asked to give a bid, or when going out after a job, there is one important thing. Don't sharpen your pencil, but do sharpen your sales talk."

Mr. Roberts has been selling adequate wiring for the past two years and has completed over twenty jobs. He limits his activities exclusively to the resort community of Imperial Beach, which covers

FULLMAN Latrobe PRODUCTS

FLOOR BOXES — WIRING SPECIALTIES

FULLMAN MANUFACTURING CO. QUALITY AT LATROBE SUPREMACY LATROBE, PA.

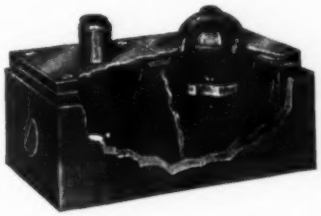
"Latrobe" Products Save Time, Money, Labor

Because "Latrobe" Products are speedily installed, give sure service and are built to endure, they offer great savings.

The only true economy lies in quality. In quality, "Latrobe" Products cannot be matched.

No. 110 "Latrobe" Watertight Box

Simple and compact in design, the No. 110 Non-Adjustable Watertight Floor Box is quick to install and gives trouble-free service. Has No. 208 Receptacle. Cover Plate 3½" diam.

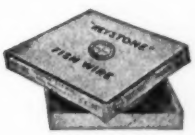


No. 252-R "Latrobe" Two Gang Box

Adjustable with No. 208 Receptacle in one section. One Cover Plate has ½" Flush Brass Plug; other has 2" Flush Brass Plug.

No. 150 Box — No. 207 Nozzle

Adjustable and watertight for installation in concrete or wood finished concrete floors. Underwriters approved.



Keystone Fish Wire

Made of high quality flat steel wire. Tempered exactly right. Ten sizes.

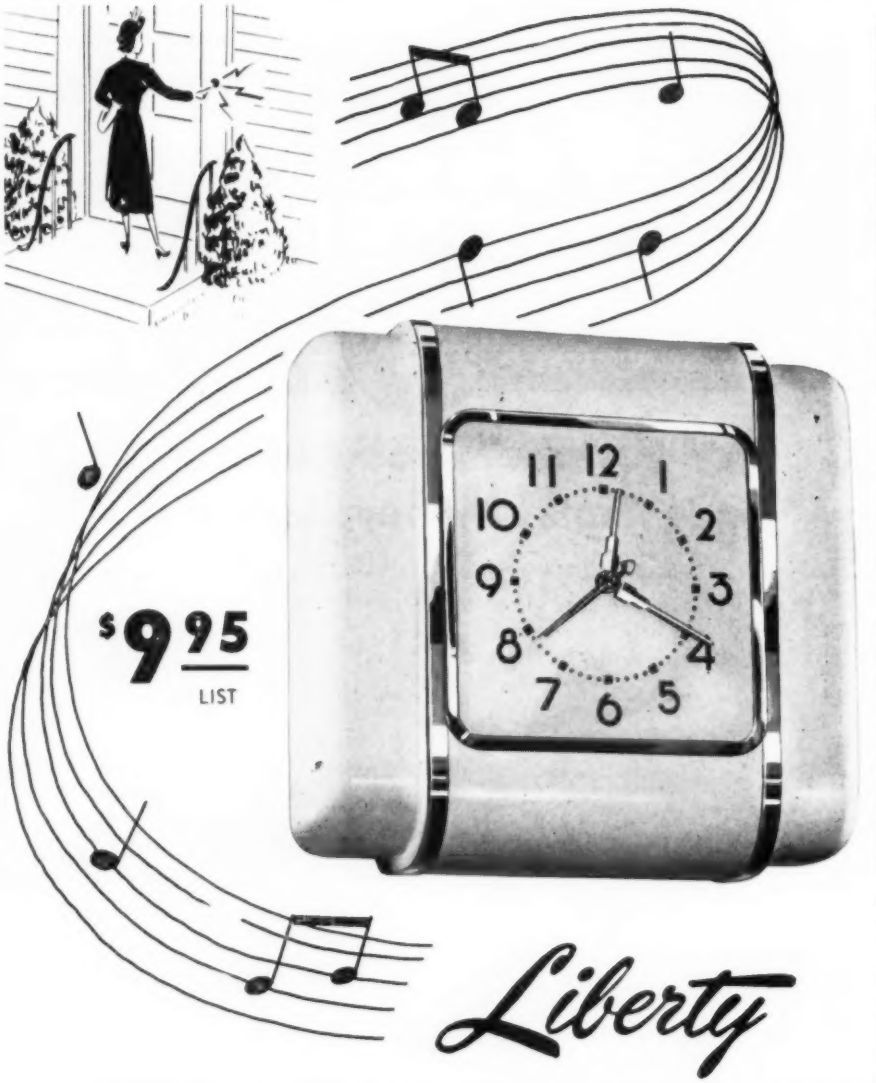
NEW 1050 CABLE STAPLE for Romex and All Non-Metallic Covered Cable

These new 1050 staples are 1½" long by 9/16" wide. They are packed 100 per box, 500 per box, 2,500 per carton, 10,000 per keg.

"Bulldog" BX Cable Staples

These high quality staples are packed in cartons, kegs or barrels. 2,500, 6,000, 30,000.

FULLMAN MANUFACTURING CO.
LATROBE . . . PENNSYLVANIA



Liberty

KITCHEN CLOCK DOOR CHIME

That price tag puts Liberty's Kitchen Clock Door Chime way ahead competitively. But price is only half the story —the quality is there, too. Silent, self-starting, U. L. approved clock is powered by a trouble-free sealed-in-oil movement. High-volume resonator type door chime sounds two notes for the front door, one for the rear—operates on any good bell transformer. The neat modern case, finished in white refrigerator enamel and trimmed in chrome, is right at home in any kitchen.

Write for current catalog

Size—9" high, 8½" wide, 3⅛" deep (clock face 5" square). Standard Package—6 chimes (individual gift packs). Shipping Weight — (6 chimes) 28 pounds.

LIST PRICE - - - - - - - $9.95
(Fed. tax on clock $1.00 extra)

Liberty Bell
SINCE 1924 MANUFACTURING COMPANY
MINERVA, OHIO
DOOR CHIMES, BELLS, BUZZERS, TRANSFORMERS, SIGNALING DEVICES

Nationally Advertised

an area of approximately two and one-half square miles.

When Mr. Roberts bids on a new home or a prospective builder approaches him for advice, he immediately sets to work selling the owner or builder on proper wiring sizes and on enough outlets. He always plants an adequate wiring sign on the front lawn for houses that he wires.

The adequate wiring sign brings him additional business. Other new home builders frequently drop in to ask what it stands for. And in nine out of ten cases he has another interested customer when he explains the importance of a proper wiring job to serve the needs of today and tomorrow.

The Cincinnati Gas & Electric Co. devoted its space at the recent Cincinnati Home Show to plugging the adequate wiring program. Their display consisted of a house front containing a large picture window and two dormer windows. An artist was engaged to draw cartoons dramatizing the benefits of adequate wiring which were projected to a screen placed in the picture window of the Cincinnati Gas & Electric's house front. An estimated 84,000 people attended the show.

Wholesaler and Contractor Benefit

For the electrical wholesaler and contractor the benefits of the National Adequate Wiring program can probably be illustrated best by a recent report by a utility representative in Pennsylvania. The representative wrote:

"I was called in to verify to the customer the need for a complete rewiring job in a tenement house she owned. The electrical contractor had been asked to make some minor repairs and additions, but when he saw the condition of the wiring he talked to her about a complete job. When I verified the need, she agreed. Here's a contractor who really sells adequate wiring. Instead of a $15 repair job, he got a $500 rewiring job. He does this right along, too."

Olin Industries Names Three To Sales Force

NEW HAVEN, CONN.—Ray L. McCray, Jr., Albert A. De Ben, Jr., and William H. Park have been appointed salesmen of the Electrical Division, Olin Industries, Inc., it was recently announced by J. C. Calhoun, assistant sales manager.

Mr. McCray will have headquarters in Denver, Colo., and will travel Colorado, Wyoming and adjacent territory. Covering accounts in the Louisiana and southern Mississippi area, Mr. De Ben will operate out of New Orleans, La. Mr. Park will cover southern Indiana, southern Illinois and Kentucky. His headquarters will be in Cincinnati, Ohio.

J. E. CARROLL was recently appointed commercial general sales manager of the Graybar Electric Co. Mr. Carroll will be responsible for providing special service to customers of the company who operate in several of its districts. He will share duties with W. J. Goerisch, manager of lamp sales, in coordinating Graybar's resources further to develop business with national customers.

D. W. May Appointed As Raytheon TV Distributor

NEW YORK—The D. W. May Corp., wholesale appliance distributing firm of Newark, N. J., has been appointed as the exclusive distributor of the Raytheon Manufacturing Co.'s television receivers in northern New Jersey, and Rockland, Orange and Richmond Counties of New York, according to a recent announcement by G. L. Hartman, sales manager of Raytheon home receivers.

RMA Prepares Ads For Radio & Television Week

WASHINGTON—Three forms of advertising material for use during National Radio and Television Week, Oct. 30 to Nov. 5, are being made available to all daily and weekly newspapers and to the nation's television and radio dealers, according to a recent announcement by W. B. McGill, chairman of the RMA Radio and Television Week Committee.

Full-page advertising mats, for joint local sponsorship, have been prepared, Mr. McGill said. Corresponding radio spot announcements are to be provided to radio and television broadcasting stations by the National Association of Broadcasters, which is a co-sponsor of National Radio and Television Week.

Poster reproductions of the advertisements, which illustrate families and groups enjoying radio or television reception or musical reproduction on phonographs, will be provided to all dealers participating in the joint advertising promotion.

The RMA advertisements and other

GEDNEY MALLEABLE IRON FITTINGS

...install FASTER because they have CLEAN CUT THREADS

One important reason why electricians like to work with Gedney Fittings is the fact that every one is clean-threaded. No rough spots, burrs or metal particles hold up the work. Smooth finish and clean threads make installation quicker, easier. And when the job calls for connectors, real locknuts on GEDNEY items mean lasting satisfaction. Specify Gedney on your next order — there's a big difference!

GROUND FITTING TYPE G-571
ENTRANCE FITTING TYPE 1640
GROUND FITTING TYPE G-572
GROUND FITTING TYPE G-80
CLAMP BACK TYPE 141
PIPE STRAP TYPE 14-50
EMT BACK TYPE 151
EMT STRAP TYPE 15-50
BONDING BUSHING TYPE 261
GROUND FITTING TYPE G-50

GEDNEY FITTINGS...FIT IN MORE WAYS THAN ONE

Made of TOUGH ENDURING MALLEABLE IRON

GEDNEY ELECTRIC CO.

GENERAL OFFICES: RKO BLDG., RADIO CITY, NEW YORK 20, N. Y.
FOUNDRY, FACTORY AND SHIPPING POINT: TERRYVILLE, CONN.

A COMPLETE LINE OF FITTINGS FOR RIGID CONDUIT, EMT ARMORED CABLE AND NON-METALLIC CABLE

GET LONGER SERVICE
GET RELIABLE SERVICE

PICK *Levolier* SWITCHES by McGILL

for small space installations

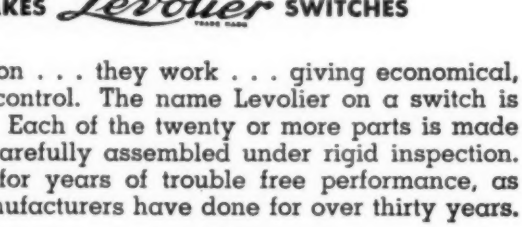
Switch space is often limited in modern, streamlined lighting canopies and fixtures, and FHP motor housings. However, by picking a Levolier Model 41 or 71, these units can have a reliable switch that will outperform and outlast most small switches two-to-one.

Model 41—6 amp. 125V. 3 amp. 250V. "T" Rated. ⅝" x 1⅜"

COMPACT, STURDY MODEL 41 has a single pole, double break mechanism, lever operated for positive control from any angle. It is widely adaptable for conduit box and canopy mounting for either incandescent or fluorescent lighting or FHP motors. Equipped with 6' cord with bell or plain lever. Standard finishes: brass, dark bronze or burnished nickel. Other finishes on special order.

ONLY McGILL MAKES *Levolier* SWITCHES

Push or pull in any direction . . . they work . . . giving economical, current saving individual control. The name Levolier on a switch is your guarantee of quality. Each of the twenty or more parts is made to precise standards and carefully assembled under rigid inspection. Choose Levolier switches for years of trouble free performance, as leading craftsmen and manufacturers have done for over thirty years.



MODEL 71 for installation where extra-thin switch is essential . . . $\frac{15}{32}$" thick! (6 amp. 125V. "T" rated; 3 amp. 250V.) Easily installed with 6" wire leads which are permanently fastened to the terminals by pressure connections. Case is of molded phenolic plastic, with brass, dark bronze or burnished nickel lever. Complete with 6' cord and bell.

AVAILABLE FROM YOUR ELECTRICAL WHOLESALER

For the New McGill Catalog No. 49 write to McGill Manufacturing Co. Inc., Electrical Division, 350 N. Campbell Street, Valparaiso, Indiana.

dealer promotion material will stress the fact that this fall's broadcasting programs and talent—both on radio and television stations—will be the greatest in the industry's history, it was announced.

The industry's 29th anniversary this year for the first time will place television on a par with radio in the week's title and in industry promotion. It will also be the first time that the anniversary will be observed simultaneously by the Canadian RMA and Canadian radio dealers.

Television Receivers Introduced By Sylvania

Sylvania Electric Products Corp., which announced its entry into the field of television receiver manufacturing a few months ago, recently held a premiere showing of its eight-model line.

Seven models in 10-inch and 12½-inch table, console and console combinations, the latter with three-speed record changers, all with built-in antennas, were unveiled at Sylvania Center, Bayside, Long Island, N. Y. An eighth model, a 16-inch console, will shortly be off the assembly line. The preview was the first of a series of showings to be held throughout the country during the next few weeks.

A forecast of stabilization of television set prices was made by E. E. Lewis, president of Colonial Radio Corp., wholly-owned subsidiary of Sylvania Electric Products, manufacturers of the line.

Mr. Lewis stated that in his opinion further TV price reductions could be made only through the elimination of important components which would create a compromise with quality and performance. "This is, of course, not desirable, as it is to the public interest to possess an instrument that will give satisfactory reception on the programs," he said.

Elliott Company Acquires Crocker-Wheeler Division

JEANNETTE, PA.—The acquisition of the business and assets of the Crocker-Wheeler Division of the Joshua Hendy Corp. by the Elliott Co. of this city was announced recently by Grant B. Shipley, chairman of the board of the Elliott Co.

The Elliott Co. produces steam, power and electric equipment for process plants. Its factories are located in this city, Ridgway, Pa., Springfield, Ohio, and Newark, N. J. With the addition of the Crocker-Wheeler Division, the Elliott Co. now has a complete line of a.c. and d.c. motors ranging in size from one hp. up to 25,000 hp., whereas formerly its line of equipment did not include motors under 200 hp.

One of the oldest manufacturers of

motors and generators, Crocker-Wheeler dates back to the C & C Electric Motor Co., founded in 1885 in New York City. Its plant in Ampere, N. J., embraces approximately 14 acres and employs around 1,000 persons.

The Crocker-Wheeler Division of the Elliott Co. will continue to operate under its previous management with Charles A. Butcher as general manager. Mr. Butcher has also been elected a vice president of the Elliott Co.

Indianapolis Selected For Planned Lighting Research

NEW YORK—Indianapolis, Ind., has been chosen by the National Electric Manufacturers Association as the test city for research in marketing methods in connection with an all-industry program of planned lighting, according to a recent announcement by S. B. Williams, director of public relations for Sylvania Electric Products, Inc., and chairman of the promotion committee of the industrial and commercial lighting equipment section of NEMA.

The Electric League of Indianapolis, Inc., will carry out a one-year program in Marion County, Ind., aimed principally at the industrial and commercial markets. H. O. Dodson, who has had a wide background in merchandising lighting in that area, has been selected by the league to head up the activity.

Initial promotions are planned to start this month. In the meantime a lighting survey of the Marion County market, covering accomplishments to date, lighting potentialities, and customer opinion and preferences has been undertaken by A. J. Wood & Co., a marketing research agency of Philadelphia, under the direction of the promotion committee of the industrial and commercial lighting equipment section of NEMA.

Dan Dunne, sales manager of Lighting Products, Inc., is chairman of the NEMA subcommittee—Test City, Indianapolis, Project.

Automatic Electric Heater Co. Becomes Sepco Corp.

POTTSTOWN, PA.—The name of the Automatic Electric Heater Company, of this city, has been changed to Sepco Corporation, according to a recent announcement by Theodore E. Seelye, president.

The change, it was announced, has been made to simply identify the company style with the trade name of the firm's electric water heaters. No changes have been made in company ownership, management or policies.

IT'S NEW!

Complete

SERVICE ENTRANCE PACKAGE KIT

The most sensational new development in the electrical fitting field is the M. & W. plastic transparent cap for service entrance work. This non-breakable service cap with cable hanger attached offers better insulation, safety, and simplified installation work.

The new transparent plastic service entrance cap designed for safety and economy.

The new angle iron ground rod with clamp for securing ground wire . . . no extra clamps required.

A complete service entrance kit designed for convenience and economy is now available at your jobbers. The kit, in addition to the new service cap, contains 2 watertight connectors, 1 No. 65 non-watertight connector, 12 1-hole cable straps, 1 aluminum wall flange with compound, and 1 package cadmium plated wood screws. This is a standard service entrance kit. Special kits are available to meet local service entrance requirements.

OTHER M & W PRODUCTS
Watertight Entrance Cable Connectors • Watertight Connectors Compound Filled • Watertight Rubber Bushing Type Connectors • Porcelain Entrance Heads • Flange Type Entrance Heads • Entrance Service Cable Hanger • Wall Flanges • Ground Devices and Clamps • Cable Clips and Pipe Straps • Connectors, Couplings, Bushings, Washers, Closers

M&W Electrical Fittings
The M. & W. ELECTRIC MFG. CO., Inc.
EAST PALESTINE, OHIO

Write for your free copy of the M. & W. Catalog Bulletin No. 18.

IT TAKES EXTRA FEATURES TO SELL THE BUYER'S MARKET

Today's buyer is not satisfied with products that just meet minimum requirements. He's looking for better protective devices with money-saving extra features. In short, he wants a better buy. Pierce is the best buy in fuses. Only Pierce fuses offer these *three protection extras.*

PROTECTION AGAINST BLOW FROM HARMLESS SURGES

Pierce "Balanced Lag" link sustains harmless jolts and surges in the working overload range which often blow ordinary fuses. Yet it blows instantly on dangerous short or ground. By sustaining all safe loads, blowing only when danger threatens, "Balanced Lag" eliminates costly, unnecessary power interruptions.

PROTECTION AGAINST CASE FAILURE

The strong tubular bridge construction and simplicity of design in Pierce fuses ensure maximum case life and clip contact, and prevent the misalignment common to ordinary fuses.

PROTECTION AGAINST AFTERBLOW

Pierce fuses are screen-ventilated and operate from 10 to 50 per cent cooler, preventing unnecessary blow from stored or secondary heat held in ordinary fuses.

PIERCE

For Forty Years, Specialists in the Design and Manufacture of Fuses

RENEWABLE FUSES, INC.

145 Pacific Avenue ★ Buffalo 7, N. Y.

Revere Electric Opens West Coast Warehouse

Van N. Marker, president of Revere Electric Manufacturing Co., Chicago, recently announced the opening of a West Coast warehouse at 926 Natoma St., San Francisco, where Revere lighting equipment for service stations, airports, sports, industrial and marine requirements will be stocked.

L. M. Baxter Company will cover the San Francisco, Portland and Seattle areas, while the Los Angeles sector will have Hugh Sheeter as representative.

Changes In Assignments For Wesco Personnel

Changes in assignments have been announced for eight executives in the district and branch offices of the Westinghouse Electric Supply Company.

G. L. Washington has assumed the duties of southeastern district apparatus and supply sales manager with headquarters at Atlanta, Georgia. Prior to this new appointment, Mr. Washington was southeastern district stores manager for Wesco. He will be replaced in this capacity by J. G. Embry, formerly Wesco southeastern assistant district stores manager.

Mr. Washington has served with the former Westinghouse Export Company, and as assistant manager of the Westinghouse Electric Corp. office in Havana, Cuba, in addition to his 16 years with Wesco.

Mr. Embry joined the company in Atlanta in 1940 and was on a military leave of absence from 1942 to 1946, after which he rejoined the company as a sales assistant in the Atlanta office. He was appointed assistant district stores manager in May, 1947.

J. R. Angel has been appointed western district appliance sales promotion manager with headquarters at Omaha, Nebraska. Mr. Angel comes to Wesco after service in the sales promotion department of Westinghouse Electric Corp., Mansfield, Ohio.

G. R. Jones has been named southwestern district sales promotion manager succeeding J. E. Bigler, resigned. Mr. Jones, who will make his headquarters in Dallas, Texas, formerly was Wesco southwestern district farm sales supervisor.

After being graduated from the University of Connecticut, Mr. Jones worked as a salesman for the Cheery-Burrell Corporation, in Boston, prior to joining the company as district farm sales supervisor in June, 1948.

V. F. Fox, formerly an apparatus and supply salesman for Wesco, Miami, has assumed the duties of manager of the

Jacksonville, Florida, branch, succeeding C. W. Spengler, resigned.

A graduate of the Georgia School of Technology, Mr. Fox joined Wesco, Atlanta, as an appliance salesman in 1947, and was transferred to the Miami branch apparatus and supply sales department in 1948.

Irvin J. Zorn has assumed the duties of branch manager for Wesco at Allentown, Pennsylvania, succeeding Milton Nees, who has been transferred to the Wesco Philadelphia apparatus and supply sales department. Mr. Zorn joined Wesco Philadelphia in 1920 as an apparatus and supply salesman, a position he held until his recent appointment as Allentown manager.

Arthur B. Darby has been appointed southern California district appliance and radio sales manager for Wesco, with headquarters at Los Angeles. Prior to this new appointment, he was branch manager at Boise, Idaho. He will be succeeded in the latter post by H. H. Falkner, formerly southern California district farm sales supervisor.

A native of Omaha, Nebraska, Mr. Darby served as a salesman for the Wesco Salt Lake City branch from 1940 to 1942. In 1945 he returned to Wesco from the armed forces and became Salt Lake City appliance manager. He was appointed Boise branch manager in June, 1947.

Mr. Falkner joined the company in 1946 as Salt Lake City branch sales promotion manager after 16 years of sales and sales promotion work with the Utah Power and Light Company.

Landers, Frary & Clark Names District Managers

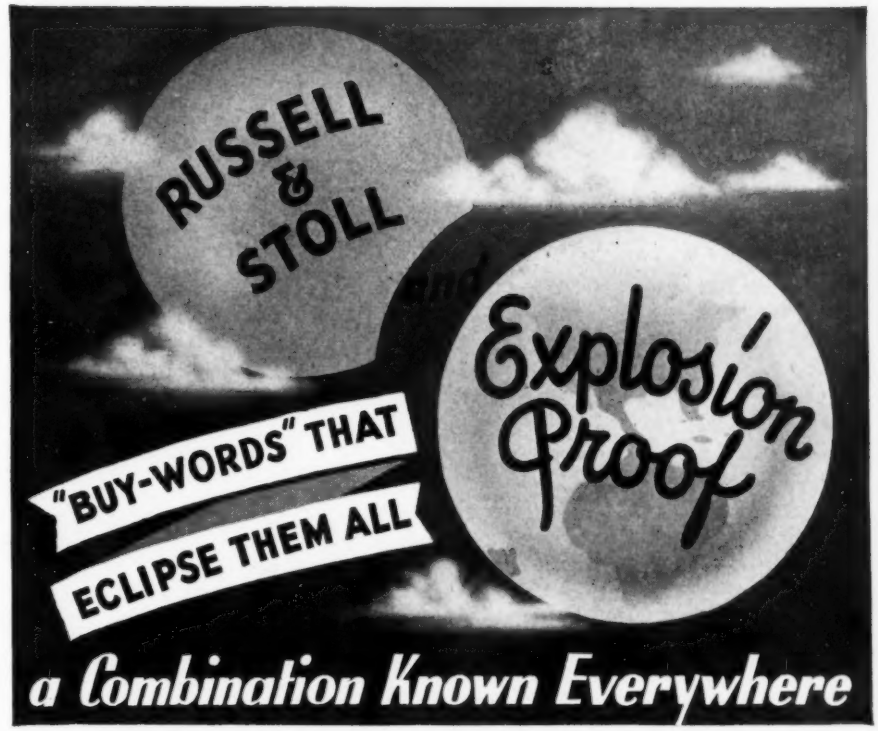
NEW BRITAIN, CONN.—The appointments of eight district managers of the portable electric appliance division of Landers, Frary & Clark were announced here recently by R. M. Oliver, general merchandise manager.

Individuals in district headquarters cities are: William H. Bond, Chicago; Clifford E. Glader, Milwaukee; Ray E. Primmer, Indianapolis; Ralph E. Woodward, Minneapolis; A. H. Ullrich, Kansas City; Earl D. Sargent, Detroit; Fred B. Walrath, Pittsburgh; A. V. Elkin, Birmingham.

Televised Films To Show Proper Handling Of Sets

A large number of service calls could be averted by proper handling of sets by television owners, the Radio Manufacturers Association and Television Broadcasters Association said recently in a joint announcement of a new campaign.

The two organizations have launched a



EXPLOSION-PROOF FIXTURES AND FITTINGS

Say "RUSSELL & STOLL" and you think of "EXPLOSION-PROOF"...a combination known throughout the industry. Sell RUSSELL & STOLL Explosion-Proof Fixtures and Fittings and you sell customer confidence because of their high standard quality and long life of dependable service.

RUSSELL & STOLL Fixtures and Fittings, for all outdoor and hazardous areas, are precision-built to withstand the toughest service conditions . . . whether meeting the abuse of extreme climatic conditions, vapors, dust, or explosive gases.

The well-known RUSSELL & STOLL EVER-LOK wiring devices prevent accidental interruption for the life of the job. All units afford a high degree of interchangeability, and are designed for easy installation and wiring.

Descriptive catalog gives pertinent information. Write for your copy.

Sold Through Electrical Wholesalers

SALES OFFICES IN PRINCIPAL CITIES

59

SINCE 1902

RUSSELL & STOLL COMPANY, INC.
Precision-Built Electrical Equipment
125 BARCLAY STREET, NEW YORK 7, N. Y.

The Importance of

GOOD LIGHTING

The amazing "Whiter than White" Abolite finish adds a NEW brightness, a NEW efficiency factor to the already popular ABOLITE line of fine lighting units. Designed and engineered to provide maximum illumination on working surface areas, ABOLITE achieves complete satisfaction and top performance—yet all so simply.

We call it "engineered seeing" because it directs "more light where you want it".

Write for the ABOLITE catalog—a complete line of industrial commercial units for every lighting purpose. Let us help you—SPECIFY ABOLITE—AND GET THE BEST.

SOLD EXCLUSIVELY THROUGH ELECTRICAL WHOLESALERS

THE JONES METAL PRODUCTS CO., West Lafayette, O.

WHITER THAN WHITE
ABOLITE *Lighting*

joint program to teach television owners how to care for their sets. The campaign consists of a series of films covering such subjects as set focusing and operation, proper viewing positions to avoid eye strain, proper use of the test pattern, the nature of television waves, and recognition of various types of interference and means of clearing up those of local origin.

Television stations throughout the country will be permitted to broadcast the films without charge.

Hendley Blackmon Named To Westinghouse Post

PITTSBURGH—Hendley Blackmon, formerly managing editor of the McGraw-Hill publication *Electrical World*, was recently appointed assistant manager of engineering association activities for the Westinghouse Electric Corp.

Mr. Blackmon will assist Frank Thornton, Jr., manager of engineering association activities, and will work with Westinghouse engineers in the preparation of papers to be presented before engineering associations. His headquarters will be at that company's East Pittsburgh works.

Joining Westinghouse in 1925 after graduating from the Georgia School of Technology, Mr. Blackmon served in both the switchboard engineering department and the general engineering department. In 1932 he was named technical editor of the Westinghouse Technical Press Bureau. He was appointed manager in 1938, a position he held until 1945 when he resigned to join the McGraw-Hill Publishing Co. as electrical editor of *Product Engineering*.

In 1946 Mr. Blackmon was made managing editor of *Product Engineering* and a year later was appointed managing editor of *Electrical World*.

Minneapolis-Honeywell Division Appoints Two

John A. Robinson was recently appointed regional sales manager for the Midwest, Northwest, Rocky Mountain and Pacific Coast areas for the Brown Instruments Division of the Minneapolis-Honeywell Regulator Co. He was formerly branch industrial manager at Chicago.

Named to replace Mr. Robinson as Chicago branch industrial manager for the Brown Instruments Division was Charles E. Sharp, who has been with the Chicago office for the past five years. Both men started with Brown at its Philadelphia main plant about 20 years ago.

KEN WAY has been appointed to the position of assistant sales manager for Jasper Blackburn Products Corp., St. Louis, Mo., it was announced recently by R. N. Leach, vice president. Mr. Way is well acquainted with the electrical field having spent several years as sales manager of A. B. Chance Co., and previously with Line Material Co.

G.E. Supply, Kansas City, Sponsors Dealer Meeting

KANSAS CITY—The Brookside Theater was the scene of a recent dealer meeting, sponsored by the General Electric Supply Corp. branch in this city, which attracted more than 400 G.E. dealers and their wives from Missouri and Kansas.

Features of the meeting were presentations of the new General Electric portable dishwasher and line of television receivers. Entertainment, including a television show, was supplied by stars of Station KMBC. The entire group enjoyed a barbecue lunch at Swope Park.

Triangle Conduit & Cable Opens Boston Warehouse

NEW BRUNSWICK, N. J.—Triangle Conduit & Cable Co., Inc., of this city recently established warehouse facilities at 215 A Street in Boston, Mass. All Triangle products except rigid steel and thin wall conduit will be stocked there.

The warehouse will be under the supervision of James J. Slater, Triangle's Boston district manager.

Roebling Opens New Warehouse In Denver

TRENTON, N. J.—John A. Roebling's Sons Co. of this city recently announced the opening of its new Denver, Colo., office and warehouse. The new building, located at 4801 Jackson Street, was designed to provide unusual warehousing facilities to expedite service to agents and customers, it was announced.

Homer H. Davis, who has represented

The Heavy-Duty "Badger"... A BETTER-BUILT Switch

● All time switches are *not* alike. In the Reliance "Badger" arcing between contacts is eliminated, and objectionable sound level is reduced to a minimum. Extra heavy gears, a slow-speed synchronous motor, and heavy copper-to-copper, self-adjusting "floating" contacts—all help to make the Reliance "Badger", a better-built switch for long-lasting, accurate control. For complete information, write —

RELIANCE AUTOMATIC LIGHTING CO., 1911 Mead St., Racine, Wisconsin.

RELIANCE TIME SWITCHES

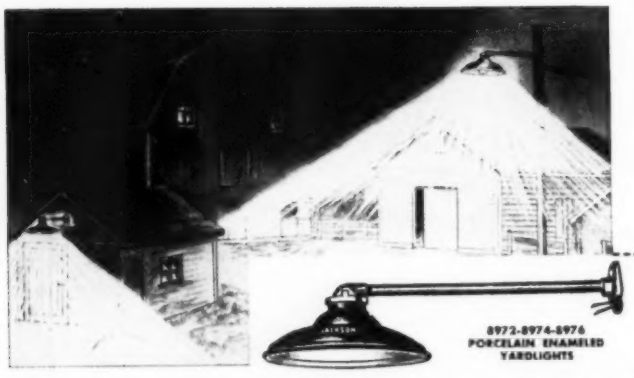
ADJUSTS
WITH A
TWIST OF THE WRIST
355°
PAT. 150,820 9/7/48
"Friction Set"
Fixture Hangers
FOR INSTANT ALIGNMENT
At last you can get a Fixture Hanger that turns to any angle after being screwed to an outlet box. Although base and receptacle remain stationary, hanger arms may be turned to align with any preconceived lighting plan. Exclusive Friction Ring firmly holds fixture in selected position. Hanger screws on to 3¼" or 4" outlet boxes, no other fastening necessary. Furnished complete with receptacle, two 5' chains, hooks and cord clips. Also available with bushed hole only, or with 3 wire solid ground receptacle. All Friction-Set Hangers are approved by the Underwriters' Laboratories.
K100 shown above, List Price $1.10 • Write for Bulletins K25, K26 and K27
SIMPLET ELECTRIC COMPANY
3600 West Potomac Avenue, Chicago 51, Illinois
11 Park Place, New York 7, New York

Only ONE Nail or Screw
Perfect Insulation
Weatherproof
Tough-Pliable-Permanent
for the life of the building.

Makers of famous C. P. C. 742
Plastic Clamp in 21 Sizes

Send for Circular 3109

COMMERCIAL PLASTICS CO.
MERCHANDISE MART • CHICAGO 54



Modern Lighting
for FARMS . . RURAL ELECTRIFICATION . . INDUSTRIAL PLANTS

JACKSON Quality PRODUCTS

Sold only thru WHOLESALERS

MANUFACTURERS of Lighting Equipment

• The JACKSON line of modern lighting fixtures is a good, reliable line for the Wholesaler.

• Let us send facts and literature on the complete JACKSON line.

JACKSON ELECTRICAL COMPANY
900-910 W. VAN BUREN STREET CHICAGO 7, ILLINOIS

Roebling in the Denver area for 23 years, will serve as manager, with Roy H. Hainsworth acting as his assistant. Fred H. MacLean will be in charge of oil field sales.

Graybar Appoints Corey Charlotte Branch Manager

NEW YORK—Appointment of Hamilton Corey as branch manager at Charlotte, N. C., for the Graybar Electric Co. was recently announced by A. H. Nicoll, president. Mr. Corey, who assumes his new post November 1, succeeds Y. P. King, who is retiring.

Starting with Graybar 27 years ago as a service clerk in New York, Mr. Corey was formerly that firm's manager of supply and outside construction sales in Detroit. He is a graduate of Virginia Polytechnic Institute.

American Steel & Wire Appoints W. L. Corbett

CLEVELAND—Appointment of Will L. Corbett to a newly-created post of assistant to the district manager of the American Steel & Wire Co., Pittsburgh, was announced here recently.

Mr. Corbett, formerly superintendent of industrial relations at the Waukegan, Ill., plant of American Steel & Wire, will serve on special assignment in his new post. Starting with that firm in 1915, he was transferred from Anderson, Ind., to Waukegan in 1937 and has held numerous assignments there, beginning as personnel supervisor and serving at various periods as supervisor of safety and works protection.

Westinghouse Introduces Carton With Three Bulbs

BLOOMFIELD, N. J.—A new carton holding three light bulbs is being introduced nationally by the Lamp Division of the Westinghouse Electric Corp., it was announced recently.

As an innovation, nestled in the middle of the carton, is a bare bulb which likely will be used for immediate replacement, according to Russell E. Ebersole, general manager of lamp sales for Westinghouse. The corrugated sleeves protecting the two outer spare bulbs provide a cushion on which the middle bulb rides.

The entire line of Westinghouse popular-size bulbs for the home—the 25, 40, 50, 60, 75 and 100-watt—is now being packed in the new three-bulb carton, it was announced.

APPOINTMENT of Murray Owen as general sales manager of the Western Insulated Wire Co., Los Angeles, was recently announced by E. H. Lewis, president. Mr. Owen was associated with the General Electric Co. for 28 years and, prior to his retirement from G.E., was in charge of the electrical cord and cable division of the Construction Materials Department.

G. E. Appoints Four In Construction Materials

BRIDGEPORT, CONN.—With the consolidation of the wiring device and accessory equipment divisions into one division, C. C. Walker, vice president of the General Electric Co. and general manager of its construction materials department, recently announced the appointment of G. E. Wickman as manager of the new division.

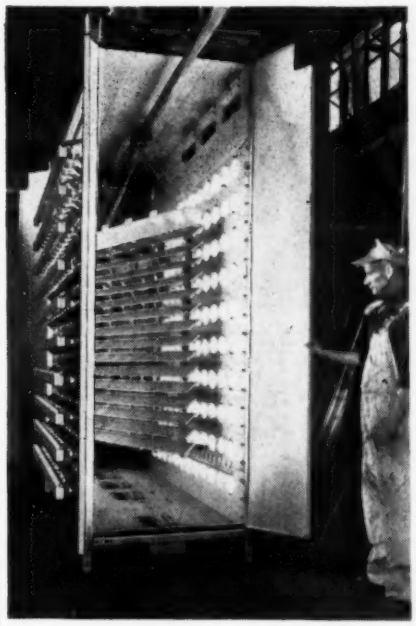
Mr. Walker also announced the appointment of J. J. Lengyel as manager of sales for the construction materials department, replacing Mr. Wickman in that position.

Concurrently, Mr. Wickman named T. D. Foster to the post of manager of sales for the newly-formed wiring device and accessory equipment division.

In his new capacity, Mr. Wickman will be responsible for all engineering, manufacturing and sales activities of the new division. He was formerly manager of sales for the construction materials department and prior to that was district manager of the north central district.

J. J. Lengyel is a former manager of the tungar and metallic rectifier division, and was appointed manager of the wiring device division in September, 1948, a position he held until his recent appointment. T. D. Foster was formerly manager of the accessory equipment division.

Another appointment in the construction materials department was the naming of H. Chester Green as operating manager of that department's Bridgeport regional warehouse, according to a recent announcement by A. O. Hillman, department comptroller. Mr. Green was formerly supervisor of field customer service.



There's no mystery about

TRIANGLE

INFRARED

OVENS

. . . they bake paint finishes, dry electrical equipment and pre-heat — *faster and reduce production costs.*

Our wholesale distributors are getting the fullest cooperation: assistance in selling their customers, laboratory tests, engineering and technical information from an organization whose experience has been proven.

Write for catalogs and discounts

TRIANGLE **EQUIPMENT CO., INC.**
45 RIVER RD., NUTLEY, N. J.

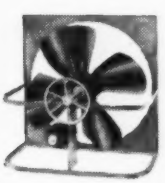
Successor to RADIANT HEAT DIVISION — The C. M. Hall Lamp Co., Detroit
PIONEER MANUFACTURERS OF INFRARED OVENS

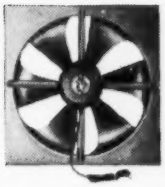
Representatives in Principal Cities

FRIGID

KEEP AIR FRESH AND CLEAN

FANS





The "FRIGID" line of ventilating equipment, including blowers, exhaust fans, spray booth fans, attic fans, etc., is especially recommended for use in plants and factories which operate under conditions requiring year round ventilation.

Follow up these factories in your territory—tell them — sell them "FRIGID" — it means "bonus" profits for you from these sources which might ordinarily be overlooked.

WRITE FOR CATALOG AND LITERATURE

CIRCULATORS & DEVICES MFG. CORP.
22 Rose Street • New York 7, N.Y.

LOOK TO THE FUSE LEADER FOR PRODUCTION PROGRESS

To Handle In Renewing Link

WARE HI-LAG FUSE Construction establishes a top standard for rugged simplicity. There are only 3 PARTS to handle to replace blown link:—the Fibre Case—the Knife-Blade Assembly—the Closure Ring. Only 1 wrench needed to loosen nuts and slip out blown link. Assembly can be inserted either end in Case.

Write for Circular—APPROVED BY UNDERWRITERS LAB.

WARE FUSE CORPORATION

4420 W. LAKE ST. CHICAGO 24, ILL.

Quick. Clean Cutting

For Electricians and Linemen

These sturdy, keen-edged scissors win praise of electricians and linemen for cutting wire, insulation or light metal. Hot drop forged, hardened and tempered and fully nickel plated, 5" long, with heavy blades and shanks. Back of blades has deeply serrated scraping and filing edge. Stock No. 925.

Write direct to...

THE HENKEL-CLAUSS CO.
FREMONT, OHIO
New York Office: 1107 Broadway, ALgonquin 5-0506
Shear Quality Since '77

Anaconda Appoints Luna Sales Promotion Manager

NEW YORK—E. F. Luna was recently appointed sales promotion manager of the Anaconda Wire & Cable Co. He was formerly advertising manager of that firm.

This newly-created function will cover sales-advertising liaison, new product promotion, market analysis, market development, sales training, publicity and customer and public relations, it was announced.

Electro Mfg. Appoints New District Manager

Charles E. Schneider, general sales manager of the Electro Manufacturing Corporation, has recently announced the appointment of J. A. Jobert, 309 Mariemont Drive, Lexington, Ky., as Electro's district manager covering southern Ohio and West Virginia.

A graduate of the University of Cincinnati, Mr. Jobert has been associated with the General Electric Lamp Department and more recently was supervisor of commercial and industrial lighting for the Kentucky Utilities Co., Lexington, Ky.

Landers, Frary & Clark Launches Sales Drive

NEW BRITAIN, CONN.—"1949 is a value year. The public is demanding value and retailers must demonstrate value to build sales volume," stated R. M. Oliver, general merchandise manager of the portable appliance division of Landers, Frary & Clark, in announcing his division's fall and winter merchandising program.

The program, entitled the "Universal Value Demonstration Parade," is keyed to a continuous series of promotions on various appliances, one after the other through the end of the year. It was announced that the company is backing this program with the biggest fall and winter advertising appropriation in its history.

H. J. Hanbury Named By Westinghouse Lamp

BLOOMFIELD, N. J.—The appointment of H. J. Hanbury to the newly-created position of sales manager of Westinghouse photographic lamps and Christmas tree bulbs was announced recently by Russell E. Ebersole, general manager of lamp sales for the Westinghouse Electric Corp.'s Lamp Division.

Mr. Hanbury joined Westinghouse as a New Jersey lamp sales representative

in 1931. He managed the Newark sales area from 1938 to 1944 and has been in New York City since—first as metropolitan lamp manager and more recently as assistant manager of the eastern district of the Lamp Division.

Mr. Ebersole also announced the appointment of Willett R. Wilson as advisory engineer handling photographic lamps. Mr. Wilson, who joined Westinghouse in Bloomfield five years ago, left a position as chief of the lighting division, Consolidated Edison Co., New York, to become regional lighting control officer for the U. S. Office of Civilian Defense during the war.

1949-50 Lighting Fixture Specifications

The lighting fixture specifications listing of the Stone Manufacturing Co., 489 Henry Street, Elizabeth, N. J., was inadvertently omitted from the September issue of ELECTRICAL WHOLESALING which featured the "Tenth National Lighting Show in Print."

The listing for this company is presented herewith:

Cat. No.	No. of Lamps	Watts	Shipping Weight	List Price
A-30	1	150	1 lb.	$ 2.35
B-150	1	150	1 lb.	3.00
D-350	1	300-500	1 lb.	7.50
A-432	1	150-300*	2 lb.	3:85
RT-50	1	150	4 lb.	12.00
A-32	2	150	3 lb.	9.65
A-33	3	150	4 lb.	11.90
A-35	5	150	6 lb.	17.10
A-37	7	150	6¾ lb.	21.80
B-152	2	150	3½ lb.	10.95
B-153	3	150	4½ lb.	13.85
B-155	5	150	6½ lb.	20.35
B-157	7	150	8½ lb.	26.35
D-352	2	300-500	3½ lb.	18.60
D-353	3	300-500	5 lb.	26.00
DT-355	5	300-500	9 lb.	42.85
DT-357	7	300-500	12 lb.	57.85
C-505	1	150	1 lb.	2.00

*Can be either heat or sunlamp.

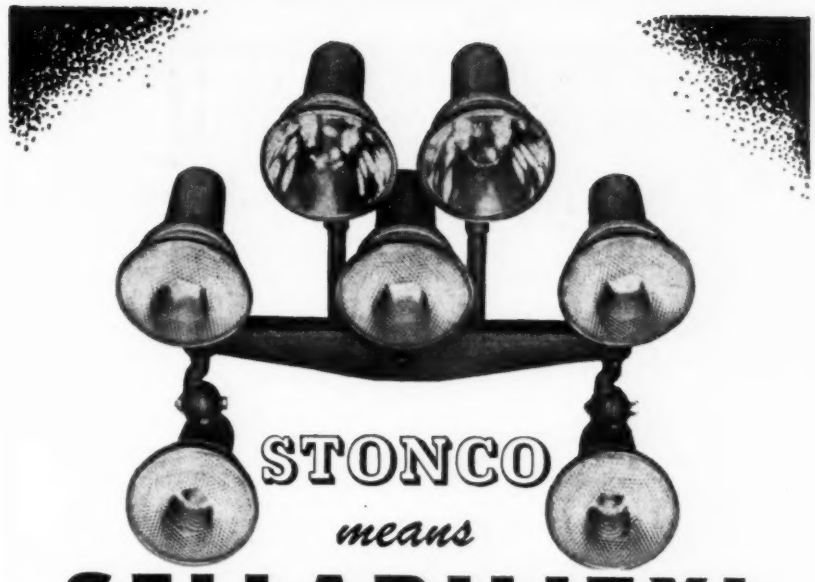
All of the above listed incandescent fixtures of Stone Manufacturing Co. are designated types as follows: Commercial, Industrial, Spotlight, Stage Lighting.

Sylvania Electric Names Goddard To New Position

NEW YORK—Charles H. Goddard has been appointed manager of utility sales for Sylvania Electric Products, Inc., according to a recent announcement by B. K. Wickstrum, general sales manager.

In his new assignment Mr. Goddard will be in charge of sales of all lighting equipment to municipalities, railroads and other transportation companies, central station sales and large utility accounts.

Mr. Goddard joined Sylvania Electric in 1944 as merchandise manager of that firm's fluorescent fixture division. Prior to that he was vice president of the Pitts-



STONCO means SELLABILITY!

EASIER TO SELL! Because Stonco-Multilight systems are so complete. 150 W. Standard systems—150 W. Lite Master all enclosed systems convertible to 300 W. systems—300 and 500 W. Flood Master systems. And a complete line of slip-fitters and various multiple mounting units.

EASIER TO SELL! Because Stonco products are engineered with erector set efficiency. Its universal fittings will make any combination of light you demand.

Union made—sold exclusively thru qualified wholesalers

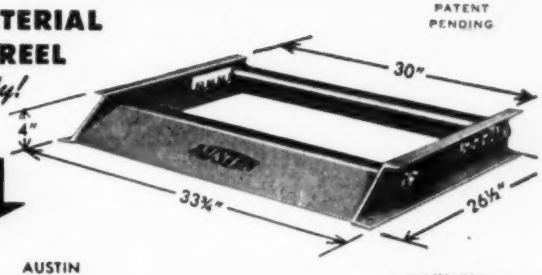
STONCO

STONE MANUFACTURING COMPANY
489 Henry Street Elizabeth 4, N. J.

Use the AUSTIN Reel Roller

TO HANDLE ANY MATERIAL DISPENSED FROM A REEL
quickly, easily and safely!

PATENT PENDING



THIS WAY

AUSTIN No. 600 REEL ROLLER

MAXIMUM CAPACITY: 4000 LBS.
WEIGHT: 75 LBS. EACH

NOT THIS

OUTSTANDING ADVANTAGES:

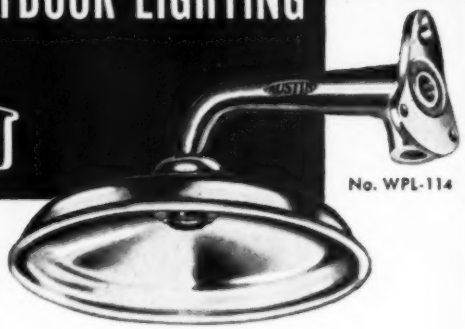
1. Ramp makes loading fast and easy
2. Five adjustable slots take various reel diameters
3. Thumb screw locks front roller for reel removal
4. Single unit takes reels up to 30" wide
5. Bolt two units together for reels up to 64" wide
6. Higher back roller prevents reel from coming off roller when material is dispensed
7. Reel rolls on grease packed flanged ball bearings
8. Bright orange finish makes reel readily visible—helps to eliminate accidents
9. Use on the job, truck, or in warehouse

The M. B. Austin Company
NORTHBROOK, ILLINOIS

3144

For the best in OUTDOOR LIGHTING *install the new*

AUSTIN



No. WPL-114

DELUXE YARD LIGHT

BUILT FOR LONG RELIABLE SERVICE IN ALL KINDS OF WEATHER

The finest outdoor lighting fixture available, AUSTIN'S new WPL-114 consists of sturdy, rustless cast aluminum bracket and 14-inch heavy gauge steel reflector with baked porcelain enamel finish—green outside and white inside. Reflector rigidly mounted to fixture arm—can't vibrate or break loose. Bracket fitted with ½" conduit threaded hub in back and bottom. Keyhole slot in top of bracket for easy mounting.

AUSTIN No. SPB-12 YARD LIGHT

Straight bracket for pole or wall mounting —12" reflector. Also available with 14" reflector (No. SPB-14).

AUSTIN No. SWB-12 YARD LIGHT

Straight bracket with adjustable mounting flange—12" reflector. Also available with 14" reflector No. SWB-14).

All Austin yard lights come completely packaged with three lag screws, wire and Duxseal compound, ready to be wired and installed.

The M. B. Austin Company

NORTHBROOK, ILLINOIS

3163

"IF YOU WANT **DEPENDABLE** AUTOMATIC TIME SWITCHES INSIST ON **TORK CLOCKS**"

When you're selecting automatic time switches for indoor and outdoor uses, remember the name "Tork" for all these advantages.

IDEAL FOR:

Store Windows
Outdoor Signs
Heating and Air Conditioning Units
Safety and Street Lights
Electric Appliances
Poultry Lights
Aircraft Beacons
Home, Factory and School Lighting

DEPENDABLE ACTION! Made with exacting care from finest materials, self-starting all-electric Tork Clocks perform with complete accuracy . . . give years of steady, trouble-free service.

VERSATILE ACTION! Thanks to Tork's many special devices, all standard models can be adjusted to fit your specific needs. Our remarkable device — amazing ASTRONOMIC DIAL — allows for variations in time of sunrise, sunset. We'll gladly explain dozens of others that save extra time, trouble, expense.

EASY INSTALLATION! These compact, modern time switches install with remarkable speed and ease on walls, outlet boxes, etc. Special weatherproof case provided with outdoor models.

ECONOMICALLY PRICED AS LOW AS $9.50 LIST

Write today for free bulletins with complete product and price details.

TORK CLOCK

TORK CLOCK CO., INC. 1 Grove Street Mt. Vernon, N.Y.

burgh Reflector Co., with which he was associated for 14 years.

Mr. Goddard assumes the presidency of the Illuminating Engineering Society this month, having been a member of the executive council committee of the organization for several years.

MANUFACTURERS APPOINT SALES REPRESENTATIVES

Enameled Metals Co., Pittsburgh, Pa., recently announced the appointment of Allied Industries, of 412 Seaton Street, Los Angeles 13, Calif., as its sales representative for conduit, electrical metallic tubing, and conduit and EMT fittings in southern California, Arizona and southern Nevada.

Ender Manufacturing Corp., New York, N. Y., recently announced the appointment of William B. Gile, of 2331 Sharon Road, Box 213, Charlotte, N. C., as its sales representative for North Carolina and South Carolina.

Lightolier, Inc., New York, N. Y., recently announced the appointment of the following four sales representatives: Jack Ellis, who will cover Georgia, Florida and Alabama; Charles Marionneaux, whose territory will comprise Louisiana, Arkansas and Mississippi; John Weinstock, who will cover part of Michigan and Fort Wayne, Ind., and Thomas S. Hall, who will assist sales representative Louis White throughout North and South Dakota, Virginia and West Virginia.

In addition, Lightolier announced that as a result of a recent territory shift, Robert Klein, formerly sales representative in Cumberland and western Pennsylvania, is now covering the Westchester area. Arthur Hecht, previously sales representaitve in Westchester, has taken over Mr. Klein's territory.

McGraw Electric Co., Toastmaster Products Division, Elgin, Ill., recently announced the appointment of Liston H. Crist, Jr., as sales representative for its east-central states territory. Mr. Crist will make his headquarters in Richmond, Va.

Viking Air Conditioning Corp., Cleveland, Ohio, recently announced the appointment of the following two factory sales representatives: Robert R. Briggs, who will locate in Toledo and cover Michigan, northern Indiana and northwestern Ohio; and Jack Green, who will make his headquarters in Cincinnati and cover southern Ohio, eastern Indiana, eastern Kentucky, and West Virginia.

CHARM and UTILITY

Complete Unit

Easy to Sell . . .

Quick to Install

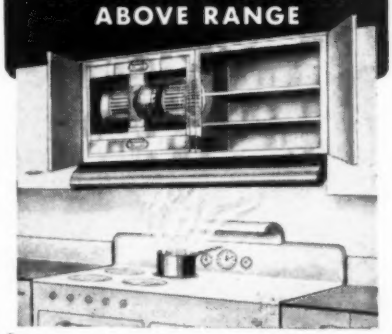
ADJUSTA-POST

Adjusta - Post Lamps, with the original telescopic operating feature, cinch more sales by meeting every customer's needs. Adjusts from 4½' to 9½'. Top diameter, 3". ¾" hole. Forest green or Satin black finish. Available in steel or aluminum. Popular priced. Get full details!

EASILY INSTALLED
INDIVIDUALLY PACKAGED
WRITE TODAY

THE ADJUSTA-POST MANUFACTURING CO.
908 St. Clair at Bowery, Akron 7, Ohio

NEW *TRADE-WIND SUPER CLIPPER*
INSTALLS IN CABINET ABOVE RANGE



INSTALLS in a cabinet over the range or in a canopy or soffit. Twin squirrel cage blowers develop 600 CFM *quietly*. All cooking heat, grease and odors are effectively drawn off the range, while ceiling heat also is drawn off through a second upper inlet. Supplied with 2 cleanable metal air filters. Fold-under hood is optional. Can be installed in any cabinet which provides clear space 18"W x 15¾"H x 11"D. Cabinet not supplied—both St. Charles and Geneva already provide cabinets to take the Super Clipper. Send coupon for complete details.

Trade-Wind Motorfans, Inc.
5721 S. Main St., Los Angeles 37, Calif.
Please send additional information on your Super Clipper
Address_____
Name_____

THIS AND THAT

Meetings

National Electrical Contractors Association—Annual Convention, Rice Hotel, Houston, Tex., November 8-11.

National Electrical Manufacturers Association—Annual Meeting, Chalfonte-Haddon Hall, Atlantic City, N. J., November 14-18.

National Farm Electrification Conference—Stevens Hotel, Chicago, Ill., December 20-22.

National Safety Congress and Exposition—Chicago, Ill., October 24-28.

American Institute of Electrical Engineers—Winter Meeting, New York, N. Y., January 30-February 3.

National Electrical Manufacturers Association—Edgewater Beach Hotel, Chicago, Ill., March 13-16.

Chamber of Commerce—38th Annual Meeting, Washington, D. C., May 1-4.

National Fire Protection Association—54th Annual Meeting, Haddon Hall, Atlantic City, N. J., May 15-18.

National Association of Electrical Distributors—Annual Convention, Atlantic City, N. J., June 12-16.

ASSOCIATION NEWS

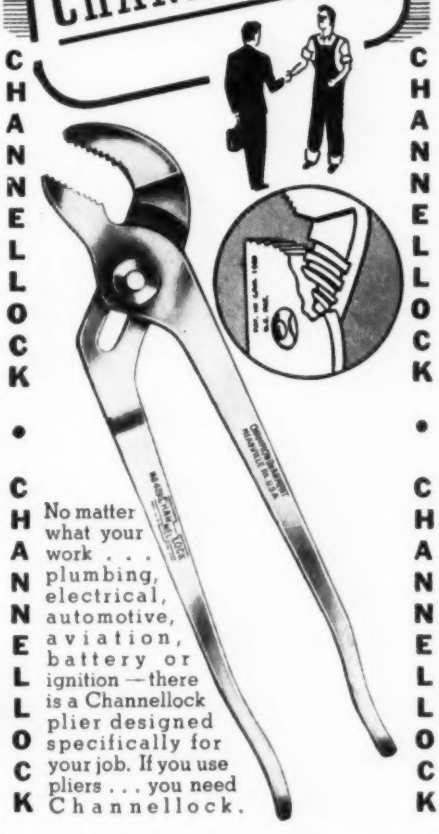
BOSTON—The fall program for 1949 on courses, meetings and activities of the Electrical Institute of Boston includes eight weekly classes on the Fundamentals of Illumination, four weekly classes on the Electrician's Adequate Wiring, and four weekly classes on Successful Selling.

As part of the Adequate Wiring Bureau's fall program, an all-industry meeting will be held on October 20 with N. J. MacDonald, chairman of the Executive Committee of the National Adequate Wiring Bureau, as speaker.

CHARLESTON — Members of the Electric League of Charleston and the American Institute of Electrical Engineers held a joint meeting at the Kanawha Hotel. At this first fall meeting a feature film, "The Constant Bride," was shown in full color depicting the marvels of the present day modern electric kitchen. President of the A.I.E.E., James F. Fairman, spoke on the subject, "To Be or Not to Be."

WHEN YOU USE PLIERS... *You need* CHANNELLOCK

Easy to remember . . . CHANNELLOCK

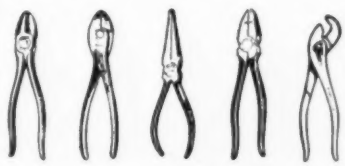


CHANNELLOCK • CHANNELLOCK • CHANNELLOCK • CHANNELLOCK

No matter what your work . . . plumbing, electrical, automotive, aviation, battery or ignition — there is a Channellock plier designed specifically for your job. If you use pliers . . . you need Channellock.

CHANNELLOCK

The exclusive tonque and groove joint gives you these "plus" features: Greater Strength, Longer Wearing, Self-Cleaning, Closely Spaced Adjustments, Visible Adjustments, No Wear on Joint Bolt.



Send for Catalog C-7 today

CHAMPION DEARMENT TOOL CO
MEADVILLE • PA.

Only Champion DeArment makes

CHANNELLOCK

TRADE MARK REG. U.S. PAT. OF

MEMO:
ORDER Slater NOW!
#400
#300
DEPENDABLY YOURS FOR A Lifetime
TOPS IN QUALITY VALUE LABOR-SAVING FEATURES
#400
• T-rated-Plus . . .
• Sm-o-o-th, Positive Action
• No Arcing — No Pitting — No Failures
• Compact—But Strong and Mighty
• Saves 10% Wiring Time
#300
• T-Slot Plus . . .
• Uniform, Preset Pull
• Solid, Eye-Appealing, Strong
• Huge Screws—Backed Out —Ready
• Saves 10% Wiring Time
Meet and surpass REA & Federal Specifications
• WRITE FOR CATALOGUE AND LITERATURE!
OVER 100 NEW DEVICES
SLATER
ELECTRIC & MFG. CO., Inc.
WOODSIDE, L. I., N. Y.

CHICAGO—New officers of the Electrical Maintenance Engineers of Chicago are: James E. Clark, Carnegie-Illinois Steel Corp., *president;* and J. J. McKenna, Eagle-Picher Lead Co., *vice president.* These officers will serve during the 1949-1950 term of office. C. Gibson Franks continues to serve as secretary-treasurer for the group.

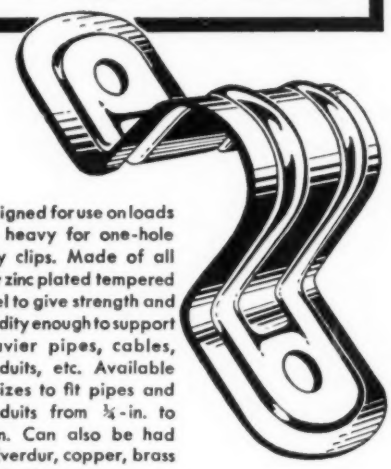
The Women's Division of the Electric Association of Chicago held its annual summer party this year at the Grand Ball Room of the Palmer House. There were favors for everyone. The tables were beautifully decorated and a fine chicken dinner was served to the 284 in attendance.

DENVER—The 46th Annual Convention of the Rocky Mountain Electrical League was held at the Stanley Hotel, Estes Park, Colorado, on September 11-14. Some of the speakers at the convention included J. J. Nance, president of Hotpoint; George Tenny, editor of *Electrical West;* C. Webb Theleen, sales manager of G. E.; and Sam Vining, merchandising consultant of Westinghouse.

KANSAS CITY—The Electrical Association cooperated with the Kansas City *Star* and *22* radio distributors in this area in the September television exhibit held at the Municipal Auditorium's Exhibition Hall, September 11, 12 and 13.

The association helped by making the necessary arrangements with the distributors on how they were to exhibit their merchandise—each distributor displayed two receiver sets. The Electrical League also kept an accurate check on the number of receiver sets sold in this area as a result of the exhibit.

LOS ANGELES—The Third Annual Industry-Wide Outing of the Southern California Radio & Electrical Appliance Association was held at the Elysian Park Lodge, Los Angeles. The outing was in the form of a "basket-picnic" with everybody bringing their own lunch. Right after lunch there was a seven inning baseball game—the Dealers versus the Manufacturers and Distributors. The score: Dealers 7, Manufacturers and Distributors 5. Following the baseball game there were races and special events with prizes awarded for each event.

MINERALLAC 2-HOLE
PIPE STRAPS
For Heavier Loads!

Designed for use on loads too heavy for one-hole Jiffy clips. Made of all new zinc plated tempered steel to give strength and rigidity enough to support heavier pipes, cables, conduits, etc. Available in sizes to fit pipes and conduits from ¾-in. to 1-in. Can also be had in Everdur, copper, brass or aluminum.
Send for literature and prices
Specify MINERALLAC HANGERS, CLIPS, STRAPS, BUSHINGS
MINERALLAC ELECTRIC COMPANY
23 N. Peoria St., Chicago 7, Illinois
MINERALLAC

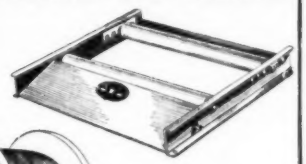
UNEQUALLED
. . . FOR MOISTURE-PROOF SPLICES

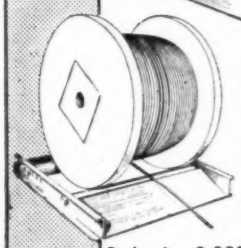
OKONITE TAPE
THE OKONITE CO.
THIS BOX CONTAINS ½ POUND ¾ INCH BLACK
Manson Tape
MANUFACTURED SOLELY BY THE OKONITE CO. PASSAIC, NEW JERSEY
. . . users who KNOW buy only the BEST
Ask for them by name . . .
OKONITE and MANSON tapes

Time to Discard
OLD-FASHIONED WAYS

Jacks . . props . . shores . . horses . . why fool with these obsolete methods of handling reels? DO IT THE MODERN, EFFICIENT WAY! Reel or unreel wire, cable, rope with

ROLL-A-REEL



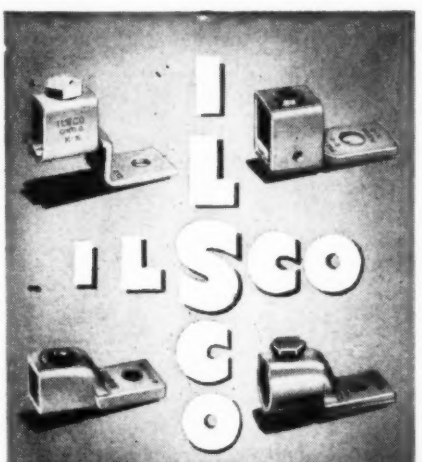


Simple, strong, easily handled stand for your reels to save time and labor. Adjustable slots for variety of reel sizes.

Style A: 2,000 lbs. cap. 37.50
Style B: 4,000 lbs. cap. 75.00
f.o.b. Cincinnati

WRITE FOR DETAILS TODAY

ROLL-A-REEL
327 WEST FOURTH STREET
CINCINNATI 2, OHIO



CONNECTORS ACCESSORIES

SOLDER LUGS
SERVICE CONNECTORS
FUSE CLIPS
TERMINALS
SHADING COILS, ETC.

NEW 80-page catalog now ready showing over 2,000 Ilsco items in color.

WRITE FOR CATALOG TODAY

ILSCO COPPER TUBE & PRODUCTS, INC. CINCINNATI 27, O.

MILWAUKEE—The Second Golf Tournament and Dinner Party sponsored by the Electrical League of Milwaukee, took place at the Ozaukee Country Club. Members of the Electrical Maintenance Engineers of Milwaukee and the Wisconsin Radio, Refrigeration & Appliance Association were invited.

NEW YORK CITY—Many conferences of the Union Committee of the Eastern Electrical Wholesalers Association added to the negotiation with Local No. 3, I. B. E. W., have kept Managing Director "Cappy" Weir and Tom Gopsill, secretary, pretty busy this past month. The competitive conditions in the Metropolitan area between the union and non-union wholesalers have been greatly increased during the past six months. The final solution has not yet been accomplished, but the association has hopes for a successful termination of the negotiations in the near future.

Members of the Eastern Electrical Wholesalers Association of Boston at their most recent meeting elected to the Board of Governors the following members: Efrem Weinreb, M. J. Leahy, H. Cairnie, Murray Kamin, and Mr. DeSandro.

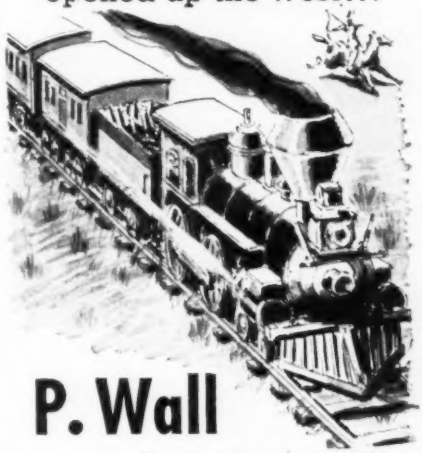
PHILADELPHIA—The Lighting Equipment Manufacturers Group of the Electrical Association has planned an intensive promotional campaign on lighting equipment sales for the fall. Meetings have been held with the local electrical wholesalers and contractors and both groups have planned to cooperate toward making this the most successful promotion in the association's long series of lighting campaigns.

The Electric Ventilating Group concluded its promotional campaign for 1949. During the campaign, two direct-by-mail promotional pieces were sent out to 7,000 retail and 2,000 industrial prospects. The following member companies of the Electric Ventilating Group participated in the campaign:

Chicago Blower Corp., Diehl Mfg. Co., Ilg Electric Ventilating Co., The Walter R. Falck Co. (Silent Breeze), and C. J. Yamas (Chelsea).

The Oil Heat Division, under the leadership of W. A. P. Henninger, chairman, conducted a successful promotional campaign this summer. Participating in this activity were major oil companies, oil burner manufacturers and distributors, accessory equipment manufacturers, and the Philadelphia Electric Co.

When the
"IRON HORSE"
opened up the West...



P. Wall
was a lusty 5-year old

1864 was a magical year in American history. The Civil War had come to a close, and the United States stood on the threshold of a tremendous era of industrial and economic expansion. As an example, the first transcontinental railroad was linked up in 1869, and the epic development of the West began.

Since 1864, P. Wall has been manufacturing a line of soldering products which are unsurpassed for quality and serviceability. We are proud to have contributed to the astonishing growth which has made America a symbol of strength and progress throughout the world.

Typical of P. Wall's complete line are the following products.

"DREADNAUGHT"
Torch No. 41

This gasoline blow torch features a drawn steel tank with all inlets brazed and bottom electrically seam welded to tank shell. Blow-proof pump, durable double coat brass gloss finish. Highly polished brass tank available. Attractively priced.

"DREADNAUGHT" No. 2
Alcohol Blow Torch

The Dreadnaught self-generating torch moves fast and brings quick profits. Triple chrome plated. Ideal for home workshops. Flame temperature 1800°F... just right for pre-heating work... improving quality of soldering. Two sizes available.

NOTE: Blow torches and soldering irons can be supplied in Christmas wrapping.

Visit us at booth 25—Hardware Show. If you can't make it, send for our NEW catalog.

Since WALL 1864
SUPERIOR PRODUCTS

P. Wall Mfg. Co.

210 ERIE STREET, GROVE CITY, PA.
Your Most Complete Line of Soldering Products

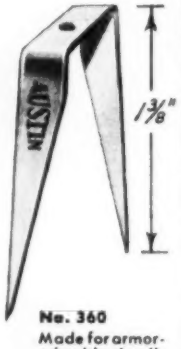
AUSTIN
"DRIVE-IN"
CABLE STAPLES

No spreading or buckling with Austin staples! Made of heavy, selected temper, round edge flat wire with sharp, burr-free points.

Flat across top — no spreading or buckling.

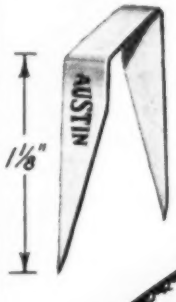
The shoulders are square and strong—drives easily and accurately.

Long taper to point—staple held firmly at the first tap of hammer.



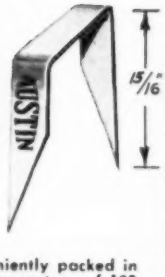
No. 360
Made for armored cable. Available without indenture in top for non-metallic sheathed cable —Cat. No. 361

No. 362
Designed specifically for non-metallic sheathed cable. Made shorter for easier driving.



Stamped of heavy, selected temper, round edge flat wire.

Sharp, burr-free points—staple starts easily in any wood.



No. 363
The new staple is specially designed for small diameter non-metallic sheathed cable. Small in size—easier to drive.

Austin staples are conveniently packed in sturdily made, metal edge cartons of 100 and 500, and in cases of 2500.

The M. B. Austin Company
NORTHBROOK, ILLINOIS

3185

OMAHA—Eighty radio servicemen and dealers from the surrounding area attended the television classes sponsored by the Nebraska-Iowa Electrical Council. Two classes were conducted daily—2:00 P.M. and 7:00 P.M., five days a week, for two weeks. The classes were taught by Earl C. Birch, chief instructor of the Central Radio and Television Schools. Diplomas were awarded to those completing the full course. Entire cost of the classes was underwritten by the television distributor members of the Nebraska-Iowa Electrical Council.

PITTSBURGH—About 300 members of the Electric League of Western Pennsylvania turned out for the first Stag Picnic ever given by the association. Walter Ferguson and his Contest Committee provided plenty of fun for the gang with the various stunts and contests, and Karl Trinkley, who headed the Prize Committee, came up with about three dozen interesting prizes. Since everyone had such a wonderful time, it was decided that this will be an annual affair and the League members are already looking forward to next year's Stag Picnic to be held at the same place—Daniel's Farm.

LINES WANTED

Manufacturers representative, covering Florida, Georgia and Alabama can give complete and proper coverage for additional electrical products in this area.

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Electrical Wholesaling
330 W. 42nd St., New York 18, N. Y.

SCRU-ITS
U. S. Patent No. 1,933,555
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WIRE CONNECTORS
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THAT'S ALL WITH SCRU-ITS!
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The CLEAN Wire Pulling Lubricant

- Wire pulling doesn't have to be a dirty, messy job. Smooth, creamy, non-greasy Y-ER EAS washes off the hands . . . is not harmful to clothes.

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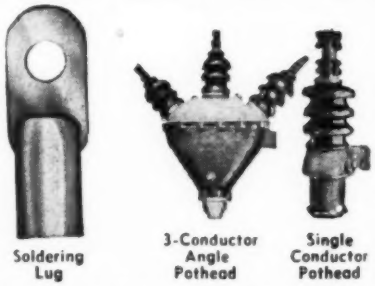

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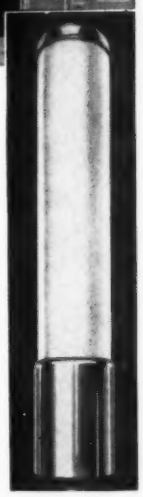
New method of outdoor lighting radiates light in all directions. These dramatic streamlined lights completely dominate any surroundings. Visible a mile away. Attract business like nothing else can. Wherever introduced, other lighting modernization programs follow.

Post-Lites come in a complete line for all types of outdoor lighting. Well engineered, properly built by a 38-year-old company. Priced for popular sale. Mail coupon for Catalog, prices, discounts.



Round Post-Lites straddle pipe posts. Half-Round Post-Lites mount on walls. Also other models.

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SALT LAKE CITY—Sevier County Chapter of the Intermountain Electrical Assn. reports that its members held an electrical exposition in a rented building at the fair grounds. Electrical dealers had booths along each side of the building and each booth provided chairs for the spectators who watched the sales demonstrations. A film was also shown that tied in with short talks on rate applications and used the theme, "Of Course—It's Electric." Part of the success of the exposition was due to the wide radio and newspaper publicity provided for prior to the opening of the fair.

YOUNGSTOWN, O.—The 24th Annual Stag Picnic of the Electrical League of Eastern Ohio was held this year at the Whippoorwill Picnic Grove. Vice president in charge of refreshments was Slater Brown, who was ably assisted by John Logan and Johnny Baker. Appetizing foods were prepared and served under the direct supervision of Herb Lampe—his assistants were Walt Carlson and Bob Cutler. In charge of the Amusement Department were Bob Zimmerman, manager of the "What-A-Chance" booth; Jack Yahn, operator of the "50-50 Chance" booth; and Bill Zinstine, director of the Sports Arena—baseball, horseshoes, etc.

MORE FACTS ON PRODUCTS

Electric Heaters—The Hi-Lo Heetaire, the Kool-N-Heetaire, and the Fan-Glo Heetaire are illustrated and described in 2-color catalog published by Markel Electric Products, Inc., 145 Seneca St., Buffalo 3, N. Y.

When writing mention ELECTRICAL WHOLESALING

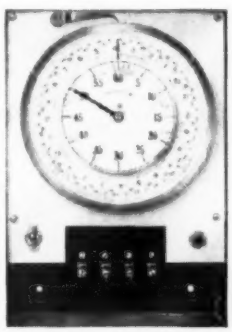
Electrical Switches—Cutler Hammer, Inc., 476 N. 12th St., Milwaukee 1, Wisconsin, presents a listing of electrical switches for portable tools and electrical appliances in publication KSP-31B.

When writing mention ELECTRICAL WHOLESALING

Fluorescent Fixtures—A 12-page folder contains information on the construction, installation, and maintenance of the Miller Hartford fluorescent luminaires manufactured by the Miller Co., Meriden, Conn.

When writing mention ELECTRICAL WHOLESALING

"Touch and Go" Timing WITH ZENITH Program Timer



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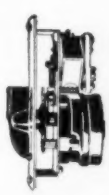
Accurately time and control any electrically operated machinery. Powerful self starting synchronous slow-speed motor. No clock springs to wind or break. Fast make - and - break through silver contacts. Timed for minutes or hours. Underwriters approved for 10 amps., 115 V., or 5 amps., 230 V., A.C.



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For branch circuits . extension from existing outlets . . . or to provide switches or additional outlets.

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For branch circuits . . . extension from existing outlets . . . or to provide switches or additional outlets.

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A branch circuit feeder direct from panel box.

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For wiring infra-red ovens . . . show window lighting.

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An over-floor system for light and power and telephone circuits to locations away from walls.

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No. 3000
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MORE THAN ADEQUATE WIRING

THE WIREMOLD COMPANY
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Fluorescent Hanger Fittings—An illustrated 4-page folder, No. FF-3, describing the Unistrut method of hanging fluorescent fixtures has been published by Unistrut Products Co., 1013 W. Washington Blvd., Chicago 7, Ill.

When writing mention ELECTRICAL WHOLESALING

Gift-Lite Display—A folder, printed by the Seth Thomas Clocks, Div. of General Time Corp., Thomaston, Conn., describes the Duplex Thomas Gift-Lite Display and tells how the two units can be obtained. One unit is for regular display use and the other is a Christmas conversion kit.

When writing mention ELECTRICAL WHOLESALING

Incandescent Lighting—An 8-page bulletin entitled "New Designs in Accentlights" shows the many standard forms and uses of "accentlights." Another catalog No. 649 describes the Hi-Hats, Rotobeams, Fresnel lenses, recessed adjustable units, and allouver ceiling units. General Lighting Co., Inc., 1527 Charlotte St., New York, N. Y.

When writing mention ELECTRICAL WHOLESALING

Incandescent Lighting Units—Bulletin SR849 describes and illustrates the line of square and recessed incandescent lighting units for store and commercial applications. Litecraft Mfg. Co., 104 S. Fourth St., Brooklyn 11, N. Y.

When writing mention ELECTRICAL WHOLESALING

Lamp Ballasts—Fluorescent and slimline lamp ballasts are listed in catalog No. 449-FL. Also included in the catalog are diagrams and dimensional drawings. Jefferson Electric Co., Bellwood, Illinois.

When writing mention ELECTRICAL WHOLESALING

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AT IT SINCE '93

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55 Years of Experience and Progressive Management Established 1894

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The Only Complete Line
A Clip for Every Purpose

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Catalog Nos. 2030 to 2042

TO CONNECT TWO WIRES VARYING EITHER GREATLY OR SLIGHTLY IN SIZE, OR TWO OF THE SAME SIZE

The tightening bolts exert an even pressure on both wires regardless of size. The clamping surface is large and covers a contact area several times greater than the cross-section area of the wires themselves. Locking feature insures a permanent connection.

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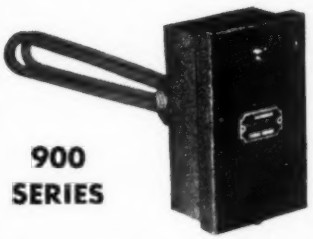

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INDUSTRIAL AND DOMESTIC HOT WATER HEATERS DISH WASHERS, STEAM TABLES, ETC.!

Plugs in any convenient outlet. Efficient for heater tanks for plastic coating requiring temperatures up to 200 degrees F.

By the makers of Vulcan Electric Soldering Tools, Glue Pots, Solder Pots, Branding Irons, etc.

VULCAN ELECTRIC CO.
Danvers 9, Mass.

Louvered Ceilings—The most recent catalog issued by Moe-Bridges Corp., Sheboygan, Wis., shows how to install the "Alumigrid" louvered lighting ceiling system. Recommended Moe-Bridges lighting fixtures for this system are reproduced on catalog page, Form 48A.

When writing mention ELECTRICAL WHOLESALING

Outlet Boxes, Fittings, etc.—Some of the items listed in the 36-page catalog published by J. R. Richards Co., P. O. Box 482, Carnegie, Penn., are: adaptors, outlet boxes and covers, connectors, couplings, locknuts, elbows, ground clamps, conduit bushings, etc.

When writing mention ELECTRICAL WHOLESALING

Receiving Tube Data—A revised edition of the 418-page manual, bound with ring type plastic spine, contains basic application data for 637 radio receiving tube types and cathode ray tubes. 85 cents a copy. Radio Division of Sylvania Electric Products, Inc., Emporium, Ill.

When writing mention ELECTRICAL WHOLESALING

Showcase Lighting—Catalog No. 949 illustrates showcase lighting with fluorescent fixtures that are manufactured by Artcraft Fluorescent Corp., 248 McKibbin St., Brooklyn 6, N. Y. Also included are illustrations of accent lighting fixtures and individual or continuous recessed fluorescent fixtures.

When writing mention ELECTRICAL WHOLESALING

Transformers — Dry-type air-cooled transformers are presented in Bulletin No. S-202A published by the Standard Transformer Company, Warren, Ohio. Weights, dimensions and technical data are included.

When writing mention ELECTRICAL WHOLESALING

HEINEMANN

CUTOUT MATERIALS
Plug Fuse and Cartridge Fuse Cutouts
Plug and Cartridge Fuse Entrance Switches
Battery Switches
Meter Test Blocks

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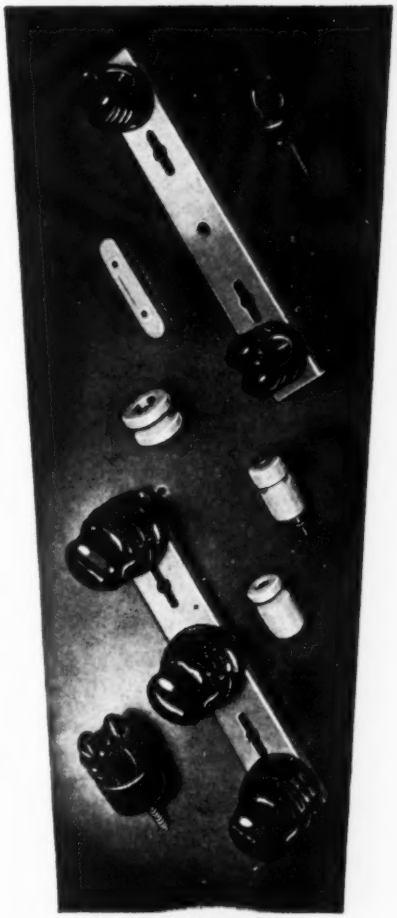
152 Plum Street
Trenton New Jersey

UNIVERSAL PORCELAIN INSULATORS



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Sturdier than ever, the new Frankel ***Flexilug*** is now entirely cadmium plated to prevent corrosion and to enable use with aluminum and steel cables. Patented interlocked construction keeps ***Flexilug*** parts always together ...no parts to work loose or drop out. Increased contact surfaces give 100% conductivity. Five sizes take all wires from 500 MCM stranded through #14 solid. Equally dependable for stranded, flexible or solid wire.

Get tough jobs done faster, easier with Frankel ***Flexilugs***!

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New! Colorful!

IT SELLS ITSELF!

Plymouth's

METAL DISPLAY CABINET

- **Notice specially designed holder at top of cabinet for displaying single box of friction tape.**
- **Notice space over each of four sections so dealer can write his own retail prices!**
- **Cabinet takes but a small space on counter. Overall size: 13" wide, 18" high, 4½" deep.**

A Permanent, Attractive Metal Counter Cabinet That Will Multiply Dealer's Sales!

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Write or phone your order today!

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SPECIAL OFFER TO JOBBERS!

CABINET COMPLETE WITH 6 DOZEN ROLLS OF SLIPKNOT FRICTION TAPE

1 Doz.	#8 Rolls
1 Doz.	#4 Rolls
2 Doz.	#2 Rolls
2 Doz.	#1 Rolls

Each cabinet packed in individual shipping container

Full freight allowed for orders of 10 or more cabinet deals.

Ample room on back of cabinet for wholesaler to paste on his own label so that his name will be constantly before dealer.

"We Completely Eliminated Excessive Heating in a Master Control Switch in Our Hotel"

"The 800 ampere renewable fuses, formerly used in the switch controlling a generator, gave us a lot of trouble due to excessive heating — the fuses opened 4 or 5 times a year. The problem was a serious one.

"On Jan. 22, 1948, we replaced the fuses with 600 ampere Fusetron fuses. In 15 months not one Fusetron fuse has opened. The Fusetron fuses are operating very cool and have completely eliminated the excessive heating in the switch."

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HOTEL BOOK-CADILLAC
Detroit, Mich.

When We Switched to

Fusetron DUAL-ELEMENT Fuses

WITH THEIR

10 Point Protection

1. Protect against short-circuits.
2. Protect against needless blows caused by harmless overloads.
3. Protect against needless blows caused by excessive heating — lesser resistance results in much cooler operation.
4. Provide thermal protection — for panels and switches against damage from heating due to poor contact.
5. Protect motors against burnout from overloading.
6. Protect motors against burnout due to single phasing.
7. Give DOUBLE burnout protection to large motors — without extra cost.
8. Make protection of small motors simple and inexpensive.
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10. Protect coils, transformers and solenoids against burnout.

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One needless shutdown — or one lost motor — or one destroyed switch or panel — may cost you far more than replacing every ordinary fuse with a FUSETRON dual-element fuse.

Don't risk such losses — protect yourself by installing a FUSETRON dual-element fuse in every set of fuse clips throughout the entire electrical system.

BUSSMANN MFG. CO.
University at Jefferson
St. Louis 7, Mo.

(FUSETRON is a trade mark of the Bussmann Mfg. Co., Division of McGraw Electric Co.)

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TRUSTWORTHY NAMES IN ELECTRICAL PROTECTION
BUSS

Sold Through Wholesalers

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If not, maybe you are missing some nice orders

Fusetron dual-element fuses do so many things that other protective devices can't that it is sometimes difficult to get over a complete story in one interview. It's a good idea, therefore, to try to get your customers to realize the many benefits of using Fusetron fuses by telling them about one advantage at a time.

For example, the briefed up message alongside shows how Fusetron fuses eliminated needless blows and solved a serious problem for the Hotel Book-Cadillac in Detroit.

Hundreds of such specific instances are available, but this one gets the story over and should prove helpful in convincing any of your customers that they should buy Fusetron fuses from you.

For Other Ideas, Turn to the Fusetron Fuse Bulletin

If you would like a complete story in briefed up form about Fusetron fuses, turn to the Fusetron fuse bulletin in your binder. Here you will find much selling material that should be helpful.

BUSSMANN MFG. CO., St. Louis, Mo.
Division of McGraw Electric Co.